

A home-seller's guide

Getting your home ready for sale

A relaxed, practical guide to presentation, buyer psychology and the little things that can make a big difference — especially useful for homeowners preparing for their next chapter.

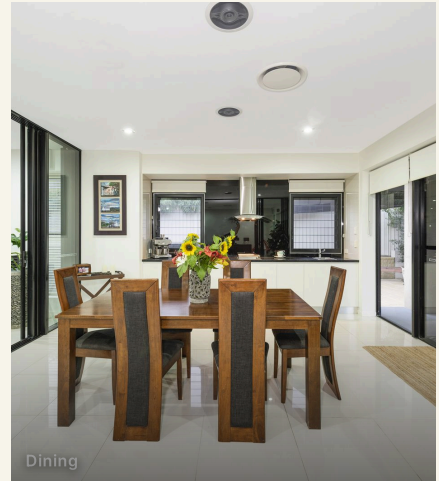
Richardson & Wrench
Bundaberg Bargara

Property photography shown throughout is drawn from real R&W listings, used as practical examples.

Presentation, in practice

What good preparation looks like

A selection of recent Richardson & Wrench Bundaberg Bargara listings — styled, decluttered and photographed the way this guide describes. No renovations, just thoughtful presentation.



*We like to think buying a home is **completely logical**. In reality, most decisions involve a mixture of emotion and practical thinking.*

Think about buying a car, a television, even a new lounge suite — you walk in with a budget in mind, but when something looks right and feels right, you become a little more flexible.

The way buyers actually buy

Good presentation helps the emotional side of a purchase decision. Good information and honest advice help the practical side. You can't make every buyer fall in love with a property — and you don't need to. You want to remove the distractions that stop the right buyer from recognising what is good about it.

The emotional side

- "I can picture myself living here."
- "It feels comfortable."
- "I really like the way this feels."
- "This is the one I keep thinking about."

The practical side

- "The layout works."
- "There is enough storage."
- "The maintenance looks manageable."
- "The price makes sense."

Good presentation earns attention. Honest advice earns trust — a sale needs both.



Real property example — look at the simple things: lawn, pathway, entry, paintwork and overall neatness.

First impressions start before the front door

A buyer sees the street, driveway, garden, front door and entry before they have seen your kitchen or bedroom. That first impression sets the tone for everything that follows.

A simple outside checklist

- ☐ Mow, edge and tidy lawns; trim plants away from paths and windows.
- ☐ Clean the front door, windows and entry area.
- ☐ Remove unnecessary pots, tools, hoses and outdoor clutter.
- ☐ Make the driveway, carport and garage entrance look cared for.
- ☐ If the home has a great outdoor area, make sure buyers can immediately see how they could use it.

Buyers begin forming an opinion from the kerb — before a door has even opened.



Real property example — furniture can help show scale, while clear walkways make the space easy to understand.

Decluttering: show the home, not the belongings

You don't have to empty your home. The trick is to remove enough that buyers can see the room, the size and how it works.

Keep

- Furniture that shows scale.
- A few personal touches.
- Things that make the home feel warm and lived-in.
- Features that help explain how a room works.

Pack away

- Excess furniture.
- Collections and small ornaments.
- Paperwork and personal information.
- Anything that makes cupboards, benches or rooms feel crowded.

A decluttered home photographs larger, feels brighter, and lets buyers imagine their own life in it — not yours.

Bathrooms & kitchens: clean beats costly

This is where homeowners can easily spend too much money before selling. A tired bathroom or kitchen does not automatically mean it needs a full renovation.

Before spending thousands, ask

- **Condition**
Is it actually damaged, or simply dated?
- **Improvement**
Would a deep clean, fresh silicone or grout, new handles or better lighting improve it?
- **Audience**
Will the likely buyer for this property value a major renovation?
- **Return**
Will the cost be recovered, or am I renovating for my own taste?

Sometimes the smartest preparation is cleaning, repairing and presenting what you already have.





Real property example — outdoor spaces communicate lifestyle immediately. Keep them clean, tidy and functional rather than over-styled.

R&W

Sell the lifestyle, not just the house

For Queensland buyers, outdoor living can be a major part of how a home is experienced. If you have a patio, pool, garden or entertaining area, make it easy to imagine using it.

Outdoor presentation checklist

- ☐ Clean pool and surrounds, if applicable.
- ☐ Sweep decks, patios and paths.
- ☐ Arrange outdoor furniture so the purpose of the space is obvious.
- ☐ Trim gardens without making them look sterile.
- ☐ Turn on outdoor lighting for twilight photography where appropriate.

In this climate, outdoor living isn't a bonus feature — for many buyers, it's the reason they're looking.

The mistakes I see most often

- Renovating too much, too late.
- Leaving the garden and entrance until the final week.
- Trying to hide maintenance issues rather than dealing with them appropriately.
- Keeping so much furniture that rooms look smaller than they really are.
- Strong smells, heavy fragrances or too many personal items.
- Spending money without first asking what buyers in this market are likely to value.

Where I'd start before spending big money

Priority	Why it matters
Declutter & clean	Creates space and confidence.
Essential repairs	Removes doubts about maintenance.
Gardens & entry	Improves the first impression.
Lighting & windows	Helps the home feel brighter.
Photography	Creates the first online impression.

The best preparation is usually the preparation that improves buyer confidence without unnecessarily spending money.

07 — Before you spend money

Let's have a chat

Selling a home — particularly one you've owned and cared for over many years — is about more than paint colours and furniture. There is a lot of emotion involved. Our role is to give you an honest view of what is worth doing, what is probably not worth doing, and how to present the home so buyers can see its strengths.

A simple final checklist

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| ☐ Walk through the home as though you are seeing it for the first time. | ☐ Decide what can be repaired, removed, cleaned or simply left alone. |
| ☐ Improve the front entry and outdoor areas. | ☐ Declutter enough to show space and function. |
| ☐ Get advice before committing to major renovations. | ☐ Prepare the home for professional photography. |
| ☐ Keep the presentation consistent throughout the campaign. | |

The best result usually comes from an honest conversation, not a bigger budget.



A local, personal approach to preparing and selling property

Driss Doukari

Before spending a dollar on your home, let's have a conversation about what will genuinely move the needle for buyers in this market — and what won't.



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