



THE
STYLED
HOUSE









WE CARE
ABOUT
PREMIUM
RESULTS

Ultimately, the most important factor in deciding to sell your property is the final sales figure. Presenting your property to the highest standard is critical in order to attract potential premium buyers.





WHAT IS PROPERTY STYLING?

Property styling, also known as home staging, is when an Interior Stylist stages your home by rearranging your existing furniture, adding some accessories to complete the look, or staging a vacant property. Property styling helps a potential buyer to visualise how they would use the space. Often times, you can find buyers spending more time in a property that has been staged as it allows them to 'connect' with the more homely atmosphere.

Professional styling is an important element in your marketing campaign. The more buyers your property appeals to, the better the outcome. Most properties are viewed online, so visual appeal in photography is extremely important. Property styling can achieve this, making your property stand out from others and to help potential buyers imagine themselves in their soon to be home.



PROPERTY
STYLING
TO MAXIMISE
SALE PRICE

We provide flexible styling options to attract premium buyers.

Our clients include investors, home owners and developers. We cater for all requirements, whether you have just completed a renovation or build, and have decided to sell or maybe your tenant is moving out, or you're living in your property whilst selling.

Whatever the scenario, we will style your property to maximise the sale price.









STYLING

THE FURNITURE LAYOUT CHALLENGE

We have a warehouse full of on-trend furniture to choose from that will best match the overall look and feel for every room. Often, the most obvious placement may not be the right place. We also collaborate with professional photographers and your Real Estate Agent to ensure that the furniture compliments the overall look. This is crucial as most potential buyers will form their first impression based on the photos and we want them to feel intrigued enough to attend an inspection.

YOUR BUYER DEMOGRAPHIC

It's important to understand exactly who is most likely to buy your home. We work with your Real Estate Agent to best understand the habits, interests, and lifestyle of your target market. Once this is established, we will tailor the overall look & feel of the presentation of your home to best appeal to the market most likely to buy your home.

COLOURS, TEXTURES, & PATTERNS

We build our styling design for your home to best compliment the character and charm of the property. This can typically be achieved through the use of carefully chosen colour palettes and textures.

STYLING CHECKLIST

01.

Removal / Relocation of Furniture

Ensure all furniture items, as noted in your proposal, are removed/relocated within the property prior to the arrival of the Property Styling team.

02.

Personal Belongings

Remove any personal belongings that your stylist has advised will not be used. This includes bed linen from beds to be dressed, and towels and other accessories from bathrooms to be styled.

03.

Trade Work

Ensure all trade work is completed 24 hours prior to installation and that no contractors are on site on installation day.

04.

Personal Touches

If any personal items are added following our installation, please ensure on completion of your sales campaign that they are removed prior to pick up of the styling inventory.

05.

Installation Day

Please note, on installation day we will be using gold picture hooks in walls to hang our art and mirrors. Sit back and relax while the styling team put the finishing touches to your property ensuring it is market ready and presented to its maximum potential.

06.

Photography

When booking photography, it is best to schedule this for the day after installation.

MEET THE STYLISTS



Alice Hagen and Debbie Child make the perfect team! The best friends are dynamic mums with a passion for style and creating positive, functional environments. Alice and Debbie believe communication is critical in any environment and particularly for property styling. They will listen carefully and have clear communication lines with all involved to achieve the best possible outcome. Alice and Debbie believe that their team does not just encompass them, but includes the seller, agent, photographer and buyer. No property or objective is the same and Alice and Debbie enjoy tailoring the process to individual needs, achieving the desired outcomes, and delivering beyond expectation. They style each property targeting the likes and needs to best suit and attract buyers, which in turn will optimise the turnaround time and maximise the sale price of your property. Alice and Debbie both have an amazing energy and zest for life that draws in and attracts people, which shines through their styling to make the prospective buyers feel comfortable and the need to invest more time in the properties.



ALICE HAGEN

Stylist

Alice, a mother of four incredible sons, has over 11 years of real estate experience. Together with her husband Justin, she is the co-director of a real estate company. Alice knows what is needed to grab a buyer's attention and keep their interest. She has successfully managed 7 house renovations and her colour and styling knowledge is second to none. Alice puts her soul into a project and her enthusiastic passion leads to great success in property styling. Having managed many projects, she makes a perfect plan by paying attention to all the fine details to achieve the goal in a timely and thorough fashion.

DEBBIE CHILD

Stylist

Debbie, a mother of three beautiful girls, has worked 20 years in planning and coordinating. With her extensive experience in project management, teaching, coaching, and coordinating, she makes the process seamless and enjoyable with the aim to take stress away from the seller. Debbie's superior organisational and problem solving skills stem from years working as a training coordinator for a large Australian company. She planned training across the country, needing to manage and stick to strict timelines. Debbie has also worked as a high school teacher, teaching in schools across many demographics, this enables her to understand and easily relate to a wide range of people. These skills, and Debbie's incredible infectious energy leads to making the styling process - from start to finish - a great success.





KYLIE & ANDREW

“We were encouraged by our Real Estate Agent to consider a furniture staging package to sell our property. Following this advice was an excellent decision. Our house, which was empty, was professionally and tastefully styled so that when people walked in they walked into a home. The photos were amazing and we received offers very quickly and sold the home for a great price and quicker than we thought. I would thoroughly recommend furniture styling and when next selling definitely do so again.”



TESTIMONIALS

JENNI

“I was really happy with my agent suggesting styling my apartment, it was a great experience for me and highly recommend The Styled House.”



TONI & MARK

Toni and Mark had their property styled by another stylist first and the property did not sell. They then started a fresh campaign and their comments were:

“much better than the previous stylist... A much better job, feels more comfortable, I want to buy it.”







5 THE CRESCENT, ASHGROVE
5 BED | 3 BATH | 2 CAR

DAYS ON THE MARKET: 10

SUBURB AVERAGE DAYS ON MARKET: 26

SOLD FOR: \$1,365,000

*Average based on time of selling



20 CAMERON STREET, WINDSOR
4 BED | 3 BATH | 2 CAR

DAYS ON THE MARKET: 15

SUBURB AVERAGE DAYS ON MARKET: 28

SOLD FOR: \$1,125,000

*Average based on time of selling



44 BARNETT ROAD, BARDON
4 BED | 3 BATH | 4 CAR

DAYS ON THE MARKET: 29

SUBURB AVERAGE DAYS ON MARKET: 61

SOLD FOR: \$1,575,000

*Average based on time of selling



1 WARMINGTON STREET, ASHGROVE
4 BED | 2 BATH | 2 CAR

DAYS ON THE MARKET: 21

SUBURB AVERAGE DAYS ON MARKET: 53

SOLD FOR: \$1,370,000

*Average based on time of selling



28 LOWER CLIFTON TCE, RED HILL
3 BED | 2 BATH | 2 CAR

5 INDIVIDUAL UNITS ON THE MARKET.

*Average based on time of selling



48 REUBEN STREET, STAFFORD
3 BED | 1 BATH | 2 CAR

DAYS ON THE MARKET: 5

SUBURB AVERAGE DAYS ON MARKET: 40

SOLD FOR: \$747,000

*Average based on time of selling



8 CROSS STREET, RED HILL
3 BED | 1 BATH | 2 CAR

DAYS ON THE MARKET: 6

SUBURB AVERAGE DAYS ON MARKET: 62

SOLD FOR: \$872,000

*Average based on time of selling



9 VIVIENNE STREET, NEWMARKET
3 BED | 2 BATH | 2 CAR

4 TOWNHOUSES ON THE MARKET.

UNIT 3 SOLD FOR: \$715,000

*Average based on time of selling



27 OUTLOOK CRES, BARDON
3 BED | 1 BATH | 1 CAR

DAYS ON THE MARKET: 16

SUBURB AVERAGE DAYS ON MARKET: 61

SOLD FOR: \$965,000

*Average based on time of selling



42 BAILEYS ROAD, ASHGROVE
6 BED | 2 BATH | 2 CAR

DAYS ON THE MARKET: 14

SUBURB AVERAGE DAYS ON MARKET: 54

SOLD FOR: \$1,268,000

*Average based on time of selling







THE STYLED HOUSE

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