

Real Estate

BY PAUL WRIGLEY



Welcome to my latest “Real Estate” column.

Does the presentation of our property really make a difference to its saleability?

Presentation is Everything!

First impressions really do count! Prospective purchasers prefer to drive by a property first. The visual presentation of the exterior will determine whether a buyer wishes to look inside. Street appeal, house maintenance, gardening/landscaping is paramount. Once inside, correct furniture layout can visually increase the size of the room. If there is too much clutter or personal belongings the buyers will concentrate on this instead of imagining their own belongings there, however an empty room appears smaller than it actually is. A house needs personality but it is a fine line between bland and over stated.

This is where a trained professional comes in. Ray White Toronto has their own fully qualified Interior Designer and Property Stylist. Our Property Stylist will give you all the advice with regards to minor and/or major changes to your property, colour suggestions, furniture placement and tips to de-clutter. If you are considering putting your property on the market, you should use a qualified professional.

When selling your property with Ray White Toronto you can utilise the services of our own Award Winning Interior Designer/Property Stylist who has over 18 years experience. Previous experiences have seen vendors achieve above expectations when selling their property. This complimentary service is aimed at achieving a premium price for your property in a shorter space of time.

To talk to our Property Stylist just call our office and we’ll pass on your number.

If you have a question you would like answered, please forward your request to my email address: paulw@raywhitetoronto.com.au and I shall provide you an answer through this column.

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