

Staging your home to sell Advertising Feature

Invest in styling for a substantial return

When it comes to selling property in today's fickle market, achieving the highest possible price is what it's all about.

Presentation is key, so having your home staged by professional property stylists is an increasingly popular strategy as part of achieving that sold sign – preferably for a figure above expectations.

“Styling continues to gain in popularity as sellers realise a relatively small investment in professional styling can create a substantial return on their final property sale price,” says Juliana Gowen, creative director at Urban Chic Property Styling.

“With the slowing of the Sydney property market, sellers now more than ever have to do everything possible to stand out from the crowd and attract the maximum number of buyers in order to get the best possible price.”

Professional styling may improve the final price by up to 12.5 per cent, according to a survey of agents in a leading real estate network. On a million-dollar home, that's a hefty premium.

No longer the domain of the high end of the market, property owners across the board can benefit from calling in a stylist. Buying a home is in part an emotional decision. Showing potential buyers how various spaces in a home can work can assist them to visualise themselves living there.

“Professional styling is one of the best ways to maximise your property sale price,” Gowen says. “Obtaining the highest price is about creating buyer competition. Buyers compete for a property if they're emotional about it.

“Styling helps the property ‘feel right’ to prospective buyers and it shows them how



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Juliana Gowen

Professional styling is one of the best ways to maximise a sale.

the property functions as a home. It helps them imagine themselves living there and creates more attraction to the property.

“Sometimes owners don’t see the facets of their property that can be deterrents for buyers.”

Gowen is a former Sydney real estate professional with more than 25 years’ experience selling property.

Urban Chic was started eight years ago and has grown to become one of the largest and most positively reviewed styling companies in Sydney.

“We understand how to professionally style your property for the correct target market so you can achieve the highest possible price,” Gowen says.

“Real estate agents know we can increase the level of interest in the property, allowing them to get on with the job of selling the property faster.”

Urban Chic’s team styles properties at all price ranges, from budget apartments to multimillion-dollar luxury homes, drawing from a range of furnishings to ensure styling is tailored to the property rather than taking

a ‘one size fits all’ approach. “The vendor’s entire property can be styled inside and out, right down to the last artwork, soft furnishing and decor item,” Gowen says.

“The whole process generally takes no more than a few hours and the property is ready for photography.

“With buyers searching the internet for properties, stunning professional photos are also essential for your property, so as to rise above the competition.

“Styling ensures your property presents at its absolute best.”



Sydney Home Staging & Property Styling Experts

Here at Urban Chic Property Styling, our friendly team are professional real estate marketers and qualified interior stylists with decades of experience and expertise. We understand the pressures of selling a property and are here to help you.

We'll select and install furniture, soft furnishings, décor and artwork from our exclusive range, perfectly tailored to your individual property and target market. Then, our professional Stylists will transform your property into an absolute magnet for potential buyers.

At Urban Chic, the success stories from our clients stream in everyday... with many clients amazed by the outstanding sales results professional styling helped them to achieve. Call Urban Chic Today!

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