

# move.



## THINKING OF SELLING DURING WINTER?

*Here are some essential tips to help you prepare your home to sell in winter without it costing a fortune.*

Beautiful presentation, a sparkling home and stunning marketing photos will make your home stand out above the competition. This advice is going to help you create an inviting atmosphere in your home that will attract buyers to view your home and fall in love with what they see!

Of course, if you are a little stuck with where to start, please get in touch. We'd love to come and give you some personalised advice on how to present your home in the best way for selling.

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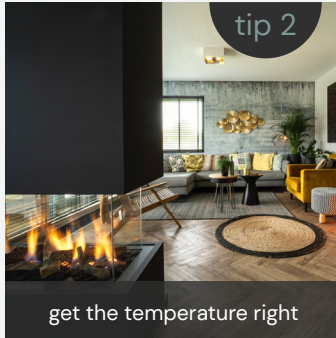


bring in warmth through decor

Use rich, warm winter colours in your cushions and chunky throws to create a luxurious atmosphere in your home.

Adding tasteful rugs to wooden or tiled floors, and lush towels & bath mats will create a lovely feeling underfoot.

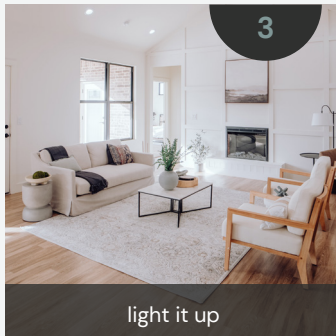
Rather than purchase new ones, make the most of good friends who would loan cushions or rugs that would suit your home.



Light the fire, turn on the heat pump and wall heaters at least an hour before viewings.

Ensure the heat pump isn't blasting when buyers arrive, but the house is warm & cosy.

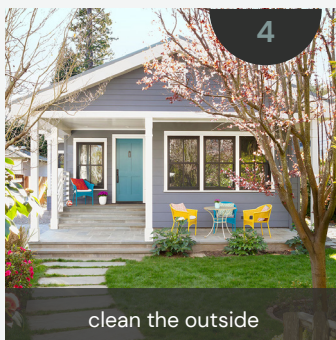
Make sure every room is warm, not just the living area.



Winter days can be gloomy and dull, so give your home a boost by ensuring all your lights are working.

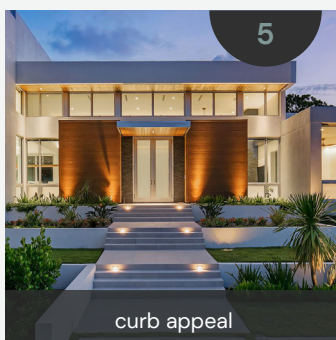
Turn on additional lamps and open the curtains to let in the natural light and any warmth from the sun.

Borrow some bedside lamps to enhance the cosy feeling in bedrooms.



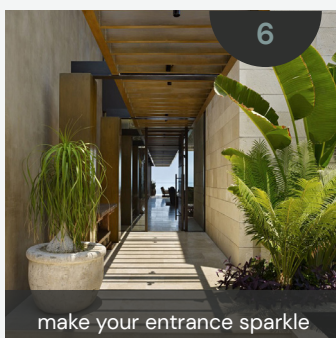
Whether you do it yourself or get in the experts, it's essential that the exterior of your house is free of mould and algae.

Consider getting your roof cleaned at the same time – this is also a great time to check the condition of the roof and get any repairs done before they become a problem.



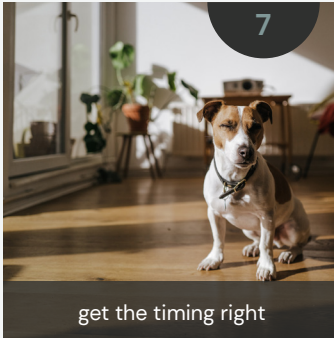
Buyers might drive past your home to check it out before deciding whether they want to view it. Make it inviting!

Start at the footpath and imagine how your home looks to someone looking at it from the street. Do any minor repairs needed, ensure your garden is tidy and lawns mowed. Consider refreshing the bark in the garden. Waterblast the path & driveway, move the rubbish and recycling bins out of sight and consider adding some solar lights in the garden.



Don't underestimate the power of a beautiful entrance! Clean cobwebs and dust from the front porch including the ceiling. Sweep up leaves and dust before viewings and make sure your front door and windows are clean.

Does the front door need a new coat of paint or varnish? If your real estate agent doesn't bring their own front door mat, invest in a new mat and add some plants or flowers near the front door to add some colour.



get the timing right

When it comes to open homes, you want to make the most of the sunniest time in your home to show how warm it is even during winter.

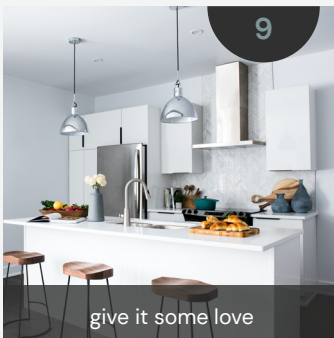
Make sure you allow yourself enough time to get the house in beautiful order beforehand; no-one likes the real estate agent arriving while you are still vacuuming in your pyjamas!



appeal to the senses

You won't always notice a nice smell, but unpleasant smells will always be noticed, including last night's dinner, pet smells and dampness. Address any dampness or mould issues well before listing your home for sale.

For a viewing, air out your home well, then use aromatherapy diffusers or candles to cover any lingering smells. Fresh flowers and music (often brought along by the real estate agent) will complete the sensory appeal.



give it some love

Clean as if your mother-in-law is coming to stay for a month. Go from room to room dusting, cleaning walls, ceilings, aluminium joinery and light fittings. Wash or dry-clean curtains that are mouldy.

Kitchens and bathrooms are the two most important rooms. Have your fridge clean and well organised if this is going to be sold with the house. Buyers often check the size of the oven, so you want to have it looking spic and span. This step costs nothing but time and may result in a higher sale price when buyers are impressed by the cleanliness and presentation of your home!



stage your home

If your home is going to be empty, then please don't underestimate the power of using a professional stager.

The money spent on bringing in an expert is an amazing investment into ensuring your home feels cosy and looks beautiful.

You won't regret this advice – we have some incredible home stagers in Taranaki. Get in touch if you want more information.

As always, we are here to help with free advice, or a pre-listing assessment to let you know what you should (or shouldn't) do before putting your home on the market.

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