

spring onto centre stage



Spring's early arrival, both weather and real estate wise, has everyone on their toes in the best possible way. People are out and about, gardens are bright and buoyant, and both buyers and sellers are well and truly on the move. It's a healthy, active start to the spring market, with property sales up together with a slight increase in the median house price.

It's a popular time to sell, spring always attracting more properties onto the market. While it draws buyers out too like bees to the proverbial honey, properties that stand out from the competition are more likely to attract the best results. Here are a few tips for putting your property on centre stage.

30 Sweet Seconds

Buyers can easily search a multitude of properties in a short space of time. The window of opportunity to captivate buyers from the outset, however, is even shorter. A property, whether viewed from the street, in print or online, has less than 30 seconds to make a striking first impression, the external façade particularly important. It's a precious, narrow window that determines whether a potential buyer explores further – or moves on.

Off With The Rose-Coloured Glasses

While most of us have a basic idea of how to spruce up a home, we may have lived in it a while and likely become attached to it, also becoming blind to any potential flaws. Our home is often our palace, making it difficult to make an objective assessment.

This is where a well-chosen agent comes in. An experienced agent sees properties through the eyes of prospective buyers on a daily basis, and can quickly identify both areas needing attention and drawcards to feature throughout the marketing campaign.

Their informed advice – together with a vendor's willingness to take it on board and even a small investment of time and money – can make thousands of dollars' difference to the final sales price.

With everyone shooting for the most successful outcome, we've even seen a few of them roll up their sleeves too, especially in the event of an owner's absence

A Harcourts agent can also provide you with access to a professional home stylist, as well as our invaluable guide to presenting your home. If you're ready to roll up your sleeves and get a head start, go for it!

Lights, Camera, Action!

While your home is the set, it has to leap off the page and screen too. Our highly trained agents have thorough knowledge of buyer demographics in their respective areas, tailoring innovative sales and marketing campaigns accordingly for the best results.

They'll also activate a range of marketing systems quick smart, all aimed at getting the highest number of potential buyers, and a healthy dose of buyer competition, to your door from the get-go.

Ready, set, spring into it!