

“ BUYERS ONLY SEE
WHAT THEY CAN SEE,
NOT THE WAY
IT’S GOING TO BE! „



HOME STAGING

ORGANISATION & DECLUTTERING

Servicing Mount Gambier and surrounding areas
Gail Richards, Home Stager and Real Estate Marketing Professional
Phone 0409 268 199



unlock the sales potential of your home



“ YOU ONLY HAVE ONE CHANCE TO MAKE A GOOD FIRST IMPRESSION ”

WHAT IS HOME STAGING?

STAGING IS NOT DECORATING.

It is a three step process used to prepare a property for sale to enhance presentation in order to secure an acceptable offer from a buyer.

Often people believe that staging is for high end homes - staging can be utilised for any size property in any price bracket.

Staging is cost effective.

Paying to have your house staged professionally is LESS THAN the first price reduction OR another mortgage payment!

BENEFITS OF HOME STAGING

- 95% of buyers start looking for a property on the internet and this is where they capture their first impression of the home. Home staging ensures the property photos are visually pleasing to attract buyers to inspect the property.
- 90% of buyers cannot visualise the potential of a home; they cannot imagine themselves in a property when they look at it.
- Buying is an emotional decision for most buyers and staging helps potential buyers see a house as a home they can live in.
- It allows owners to sell their homes faster while securing equity in their home.
- Reduces the stress of getting your home on the market.
- Eliminates price reductions and buyers who chip away at the asking price.

SERVICES

OCCUPIED PROPERTIES:

STEP 1 THE CONSULTATION

We provide a consultation providing a step by step, room by room detailed report with our recommendations. We then sit with you and determine your timeline with clear deadlines, budget and tasks you need to undertake. You will have the option of executing all recommendations yourself or using our services. Usually taking from 2 - 2.5 hours.

Prices for a Consultation Start from \$220.00.

STEP 2 THE WORK

This step is where we complete the recommendations. You can save money and do the job yourself or we can arrange for the work to be done using a handyman and tradespeople: organizing, de-cluttering, fixing, painting, cleaning, packing, moving and storage, etc.

Price will be quoted after your consultation appointment.

STEP 3 SHOWCASING

Showcasing is where we use the existing furniture and furnishings you have in your home to its best potential to give it the WOW factor where buyers can imagine themselves living in your property and lead to them making those all important offers.

Rental furniture is also available to furnish vacant homes or rooms if required.

A written quotation for showcasing services will be provided after your consultation appointment.

“ Did you know it takes a buyer an average of only 3-6 minutes to walk through a house - we make those minutes count! ”



BEFORE

LOUNGE MAKEOVER

These busy clients had a young family with children's toys and excess furniture taking up space, making this small lounge room appeal smaller.

Boxing up and storing items not required, cleaning & swapping the lounge suites has transformed this space from cluttered to cozy.



AFTER



AFTER



BEFORE

OFFICE MAKEOVER

Everyone has a room like this in their house. It's the junk room, the storage room, the room for everything in the house that doesn't have a designated spot!!

Now it is a defined office within the property. Buyers can see exactly what the function of this room is.



BEFORE

BEDROOM MAKEOVER

Used by the owners as a toy room, it's now visually a functional bedroom.

Minimising and storing children's toys not only makes the room look bigger, it also makes it easier to keep rooms tidy whilst having your home on the market.



AFTER

“REMEMBER WE ARE SELLING YOUR HOUSE, NOT YOUR THINGS”



THE BUSINESS

Key 2 Sale is a new business founded by Gail Richards specialising in Home Staging, decluttering and organisation (Gail is a certified staging professional through CSP).

Gail works with Home Owners, Builders, Investors and Real Estate Agents.

With a vast array of local knowledge as a real estate sales consultant, Gail has assisted many clients buy and sell property over the years but the common problem Gail has found with many homeowners was knowing where to start with preparing and presenting their home for sale.

Countless times Gail has seen Vendors take thousands of dollars less because problems weren't rectified before placing their home on the market, or the property wasn't presented to capture its best attributes before showcasing it to potential buyers.

Even in a tough market Gail always found buyers were willing to pay more for a "move in ready" house and these homes often sold faster. If there was work to be done even small jobs, buyers wanted a reduction on the asking price.

Instead if Vendors made some initial outlay to attend to the issues before placing the property on the market they would have walked away with more money and a quicker sale.

Unfortunately, Mount Gambier sellers were missing out on obtaining services of an expert in the field so Gail enrolled and trained with the Australian Certified Staging Professionals and studied their intensive and comprehensive training program in Sydney with experienced home stager, Janne Petrie.

Now a qualified home stager, Gail is keen to assist home sellers in any price bracket present their home for sale & maximise their selling potential.

GAIL RICHARDS

HOME STAGER

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Certified Staging Professionals

Photos courtesy of Open2view
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ABOUT GAIL

Gail is a Certified Staging Professional (CSP), who assists homeowners present their home for sale to ensure it sells for the best price in the shortest time frame.

Gail is also a qualified Real Estate Sales Consultant in Mount Gambier with over 13 years in the real estate industry. Gail brings you everything you are looking for in one package.

Gail is passionate about the real estate industry and wants every client to reap the rewards of utilising home staging to minimise the stress that comes with selling your most valuable asset.