

Property Styling Guide

A collection of Case Studies





Looking to get your property ready for sale? The following case studies will give you some tips on how to style your own home!

Dining Rooms



In this dining room we advised the client to do the following:

- Remove personal effects and photos from the walls and table.
- Move the table away from the wall and remove the head chairs.
- Use a crisp white table cloth to cover up any impurities on the table.
- In the centre of the table place a vase of fresh or fake flowers.
- Open up the window treatments to let light in and frame the door.

The good news is, you can use similar strategies in your home!

- If your table is still in good condition, use a table runner down the centre.
- If your window treatments are not in good condition, simply replace them or remove them all together.
- Remember to make sure that any decor items you use are neutral and simple.



Before

After

Dining Rooms



This room needed a lift, so with some small changes it was bright and ready for sale! Here's what we advised the client:

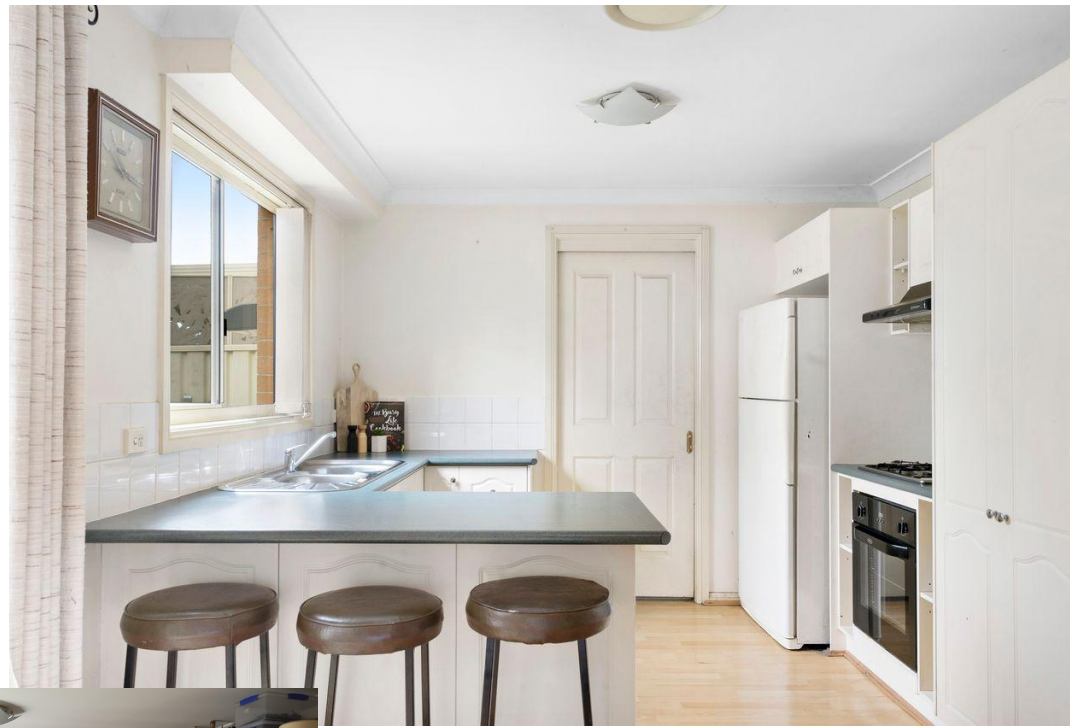
- Paint the feature wall the same colour as the other walls to add brightness
- Remove all personal effects and photos
- Keep the dining table and chairs in the space as they were in good condition
- Place a runner down the centre of the table
- Add some vases and green foliage in the centre of the table for some colour
- Hang neutral artwork with a glass front to reflect the light
- Put the floor lamp that was originally in the living room in the corner for some extra light

TIP: Use artwork with a glass front for spaces that are small or dark and need some extra light. Artwork with a glass front also gives a sense of sophistication and luxe. Use canvas prints for bright areas or if you can't hang anything too heavy.



Before

After



After



Before

Kitchens

The kitchen is the heart of the home and its important to nail it when potential buyers walk in! With this in mind, we advised the client living in this home to:

- Remove one of the bar stools and space the remaining three out.
- Remove all magnets and photos from the fridge and leave it blank.
- Take down loose items from above the cupboards and put them into storage.
- Move everything off the bench and into storage to create some extra space.

You should never look past the importance of styling!

- In a smaller kitchen try only style 1-2 areas around the kitchen.
- By styling the far corner the eye is drawn into the room in photos and in-person.
- Some items you could use: wooden cutting board (standing upright for some height), a hard cover cookbook, salt and pepper shakers, small fake or real plant and perhaps a wired basket with some lemons and limes.
- Always try to limit or remove any bold colours and keep it neutral, as always.

Living Rooms



This living room was quite dark and cluttered, so we advised the client to:

- Remove one of the armchairs from the space and put it into storage.
- Remove the study desk and extra cabinet from the corner.
- Move the rug under the legs of the sofa, to make the area look larger.
- Tidy up the toys and tv stand to reduce clutter.

This is where the styling comes in!

- If you have a darker lounge, find a light coloured throw and drape it over the sofa to lighten up the space.
- Use around four or five scatter cushions on the sofa, The first cushion should be neutral, then you can also add in a subtle colour or some texture.
- Keep the coffee table clear and place some accessory pots/vases atop a book.
- You can never go wrong with a simple and neutral artwork above the lounge.



After

Before



After



Before

Bedrooms

This client was struggling to sell their home, so in the bedroom we advised them to:

- Apply a fresh coat of paint in a lighter shade.
- Swap out the original artwork for a larger updated print.
- Remove the curtains draping on the window.
- Use a small white tablecloth to cover the existing bedside table.
- Replace the lamp with one that is more simple with a neutral shade.
- Swap out the bedding for some crisp white bedding.
- Add in a throw blanket and neutral coloured cushions to match the artwork.

The key to any bedroom is to keep it fresh, light and bright. They are usually spaces that can seem small and dark, but if you keep things simple, you can really open up and brighten the space, making it feel a lot bigger!



After



Before

Bedrooms

So that buyers could make an emotional connection to this space, the client:

- Pushed the trundle under the bed to create more space.
- Replaced the multicoloured bedding with crisp white bedding.
- Hung two pieces of artwork on the wall.
- Added some cushions that matched the artwork and added some texture.
- Placed a throw at the foot of the bed to break up the white bedding.
- Brought in a neutral side table and lamp.
- Added a rug to fill in the empty space and styled the tallboy with neutral decor.

TIP: When buying a rug, stay away from bright colours in small spaces! Always make sure that at least one of the colours in the rug matches the floor colour. The rug will flow with the floor and soften the room, while also making it feel bigger.



After



Before

Bedrooms

Working with less of a budget or with what you already own, is still possible when styling your home for sale. In this bedroom, the client:

- Flipped the duvet cover to the lighter side rather than buying new bedding.
- Changed the pillow covers to a plain blue colour.
- Removed the dark rug and left the floor open to create the illusion of space.
- Swapped the tallboy for a desk - don't be scared to shuffle things around to fill in corners and open up space!
- Opened up the blinds to let as much light in as possible.

TIP: Make sure that pillows used on beds are nice and fluffy. They should always be placed upright and not flat, as they photograph better and draw the eye upwards, making the ceiling look higher. Also, try to iron the bedding before the photographer arrives to remove any creases - they can't be removed in photoshop!

Colour Matters!



Buyers are bombarded with styled and well presented properties, so you need to make sure they fall in love with yours above all! The walls and colours of your home should look bright and fresh so that they can then imagine themselves living there, rather than trying to see past your choice.

This **kitchen** originally felt dark and dated. By painting the walls a neutral colour, the room suddenly felt bright and big. Keeping white window treatments also brightened up and softened the space even further.



After

Before

The exposed beams in this **rumpus room** were painted white to make the space appear bigger and lighter. Pairing this fresh look with some neutral cushions and accessories, really brightened up the space.



After

Before



So now it's time to get started on your home! Don't forget that you can always refer back to this document if you need to. Happy styling!

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