



Thinking of selling your home?

HOW TO CREATE A LIFESTYLE BUYERS WANT

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EVERYONE HAS A PLAN, UNTIL THEY GET PUNCHED IN THE FACE.

This Coronavirus situation has punched a lot of us in the face, there is no doubt about that. Firstly, we'd like to say that we send our love, thoughts, and best wishes for the health of you and your loved ones. We will get through this together.

So, what do you do after you've been punched in the face?

YOU GET BACK UP.

We are fighters, survivors, we care for people, and we want to always leave a room brighter than we found it.

If you were thinking of selling your home recently, and now you don't know what to do, then this guide will help you think about things you can still do to get ready for our new 'normal' - to be a seller as soon as you can be.

And remember in this current climate more so than ever: Health over wealth. Stay safe. Look after those close to you.

QUESTIONS OF A SOON-TO-BE HOME SELLER:

01. How can I maximize the sale price of my home?

02. How can I get my home sold as quickly as possible?

03. How can I make this process as stress free as possible?

04. What should I do to get my home ready for sale?

Do any of these questions resonate with what you're thinking as you prepare to start the process of selling your home?

When the time comes to sell your home, your real estate agent is going to be marketing all of your "house data" from square meters to the size of your section. All of these details combined with the updates you've done from installing stone benchtops to the luxury ensuite in the Master bedroom are certainly important. However, when you're trying to think of all of the features of your home, often one of the most important factors is overlooked.

That factor is the lifestyle buyers will see when they tour your home. A buyer might say they want a 4 bedroom, 3 bath house with a minimum footprint of 240sqm, a game room and at least 3,500sqm of land. However, what they really might be looking for is a home that has plenty of space for their 3 growing children to play and have their friends over. A section where they can learn how to ride bikes, and have family rugby games and outdoor bbq's .
As well as extra room inside for games and movie nights.

So if you're thinking of selling your home, it's important to think about the kind of lifestyle a buyer would experience in your house, in addition to the list of features and the size of your home.

This guide is going to help you determine changes you might consider making to your home before putting it on the market to ensure that buyers are able to see the lifestyle in addition to all of the other details.

It will also provide you with a few tips and tricks that will make your listing stand out!

Most importantly, you'll want to consider working with an agent who understands lifestyle marketing so that they can attract as many buyers as possible which will increase demand and therefore maximize the sale price of your home (the answer to the #1 question sellers have)!

**LET'S DETERMINE WHAT
LIFESTYLE
YOUR HOME CONVEYS?**

ANSWER THESE QUESTIONS TO HELP DETERMINE YOUR HOME'S LIFESTYLE:

What is your favourite room in your house and why?

If you had \$10K to renovate any room in your home, which room would you choose and why?

Is there a room in your home that could be converted to something more functional? What room would you convert and what would you change it to?

Which room in your home do you spend the most time in and why?

What is your favourite neighbourhood feature or nearby attraction?



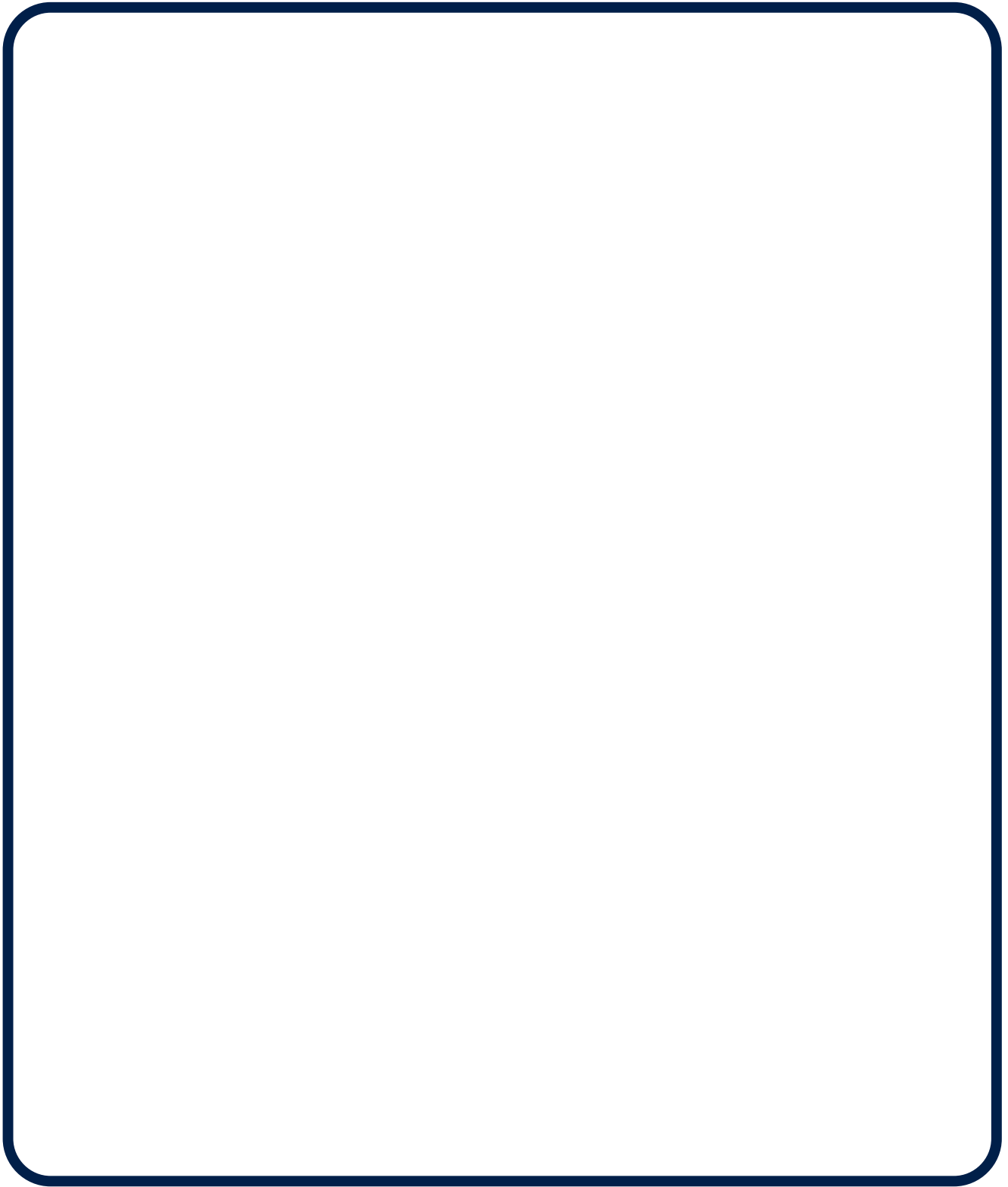
WHICH FEATURES OF YOUR HOME HIGHLIGHT A SPECIFIC LIFESTYLE?

Here are some examples:

- Open Concept, Huge kitchen and built in bar: Entertainer's dream.
- Large backyard with pool and lots of space: For the outdoor lover.
- Home Theater: For the ultimate movie buffs.
- Close to bush walks and the ocean: Active and adventurous lifestyle.



List your Home's Lifestyle Features:



CHECKLIST TO PREP YOUR HOME TO SELL A LIFESTYLE:

- Complete the questions in this guide
- Highlight the rooms that feature your home's lifestyle by staging them and clearing out anything that takes away from how the room is meant to be used. *(If you have a great kitchen island but it's cluttered with food boxes, appliances, or mail, organise them, or try to eliminate the things you don't use on a day to day basis so the space still shows well)*
- Think about any rooms that you've converted from their traditional use - does it match the lifestyle you're trying to sell or should you convert it back? *(Did you convert a bedroom into a craft room that leaves you with only 2 bedrooms instead of 3?)*
- Do you have a space that could be improved prior to listing your home that would attract buyers? *(Ex: A beautiful deck that could use some accessorising, furniture and greenery?)*
- Would adding a home office space instead of a formal dining room make sense? *(With many "work from home" jobs these days, home offices are becoming very desirable. Would one work in your home?)*
- Interview Real Estate Agents to see how they plan on marketing your home. Find someone who understands how to market a lifestyle in addition to all of the other details!

BONUS IDEA: Write a note to future buyers that you can leave out for showings. Offer them to help themselves to a glass of wine (or whichever beverage you choose to leave out) and tell them to spend some time enjoying _____ (whichever space you think would best sell your home) so they can imagine themselves living there.

I'd be happy to talk or video chat through this at any time.
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