



Stage to Sell

We sat down with Stephanie Bradley, Director of First Impressions Property Styling and asked for her insights into the current trends in interiors, along with advice on preparing your property ready for sale.



Which rooms do you believe are the most important rooms to style when preparing a home for sale?

Focus on the areas of your home that buyers will test the functionality of the most - think entry and hallway, main living room, kitchen and meals area, master bedroom and bathrooms. These are the areas that buyers want to know are going to work for them, so it's important that these areas receive the most love and attention. Following these areas, I recommend styling at least one other bedroom along with any room where the function isn't necessarily clear to a buyer, for example, a small room that could be staged as a home office or study space.



What's the most important rule when it comes to property styling?

That's a tough one....as a general rule of thumb, the most important thing is to stick with a cohesive style and run with it throughout your home – upstairs to downstairs, inside to out. It's very common in my line of work to see properties that consist of furniture and decor that has been accumulated by the owners over time – a dining suite given to them by their parents, an entertainment unit they bought when they first moved in together, a rug that's been loved by their children and fur babies alike, along with a couple of



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cushions here and there that they might have picked up from kmart on the fly. This is all perfectly normal, and this is why I have a job!

Ideally, for a property to stand out for all the right reasons and connect with buyers on an emotional level, you need to focus on creating a cohesive style that flows throughout the entire property using furniture and décor that highlights the key features of your home. A few tricks of the trade are to use a consistent color palette; stick with the same tone of timber on all furniture where possible, and to de-clutter as much as possible.



What are your top 3 tips for styling?

- 1 – when using decor, favor neutral pieces that vary in texture and height.
- 2 - displaying objects in groups of three at variable heights can create a very beautiful yet simple point of interest on a buffet or side table.
- 3 – make sure you use the right proportion art for the right wall space. If it's a large, blank wall go with a larger piece of artwork (generally, the bigger the better). If the wall is tall on account of high ceilings, then mirror this by choosing a portrait piece. If the wall is long, choose landscape.



What are some of the current trends you are seeing at the moment?

We're still seeing a push towards simple, yet sophisticated and easy interiors, with natural, hard wearing elements throughout. The indoor plant game is still strong and anyone can see why. Nature is used to provoke feelings of happiness and love, along with tranquility and relaxation... all things that buyers want in their home, so say yes to a healthy and happy indoor plant or two, along with fresh flowers for those open homes.



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