

Pre-sales Review

16/08/2024

Client:

Sofia Berge

3839 Callison Lane

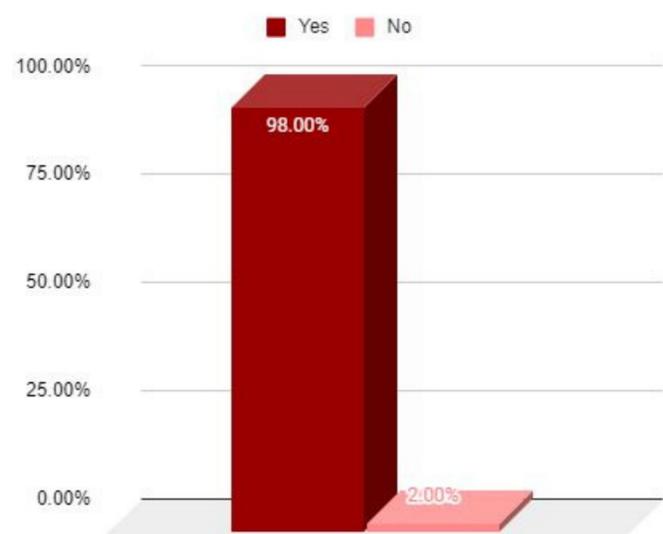
Canberra

2600

Dear **Sofia**,

Thank you for allowing me to enhance the aesthetics of your home's interior. Your residence has been lovingly lived in for the last **5 years** and many great times have been shared, however, the personal attributes can be hard to let go and so I do hope that the following comments can be seen as a positive, not negative to how you have managed the house.

Survey results show that “**98%** of . . . agents believe that styling a property to sell will achieve a higher sales price,” (Howe, 2017), and “**83%** of the agents believe styling can **add over 2.5%** to your property's sale price,” (ibid.). Using an interior designer to help create an appropriate interior for sales will often greatly improve the overall quality of the house and therefore sales prices will **improve up to 15%**.



The format of this letter is:

- General site evaluation
- Specific room evaluations
- General suggestions for new additions
- Specific room suggestions

Note I have added **images** to help illustrate the ideas and give you a feel of the proposed result.

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General site evaluation:

I love your house. The current rooms have a **cozy** and **personalised soft indie style** which is very nice, but I feel that it might be too overwhelming due to the clutter and excessive personalisation of furniture and household goods like the tapestry on the roof above the master bed and the products in the bathroom. The doorknobs might be a little dated, but with some love, I truly believe this property will sell.

Specific site evaluation:

Bedroom - images 1 and 2

Your room is **beautiful**, it has a **special feel** and I love the **individuality**. However, I think there are a few things that you might be able to upgrade. Although I understand it is for privacy, what I would do to sell your house is take the wall in the middle of your room down. I have commented on some minor changes and included a **hand-drawn image** to aid your interpretation, too, and I hope you can consider these adjustments with an open mind.

- The single bed is against the wardrobe door so you can't walk around it
- The blue and pink walls are too personalised
- The curtains are from when the house was sold in 2019

Ensuite - images 3 and 4

Your house has **lovely architectural features**. You've done a great job maintaining it, but a little tidying up would enhance its **beauty**. My recommendations for this room are quite general, but overall, it's been very well-kept.

- Cluttered
- Old grout
- Stickers on the mirror

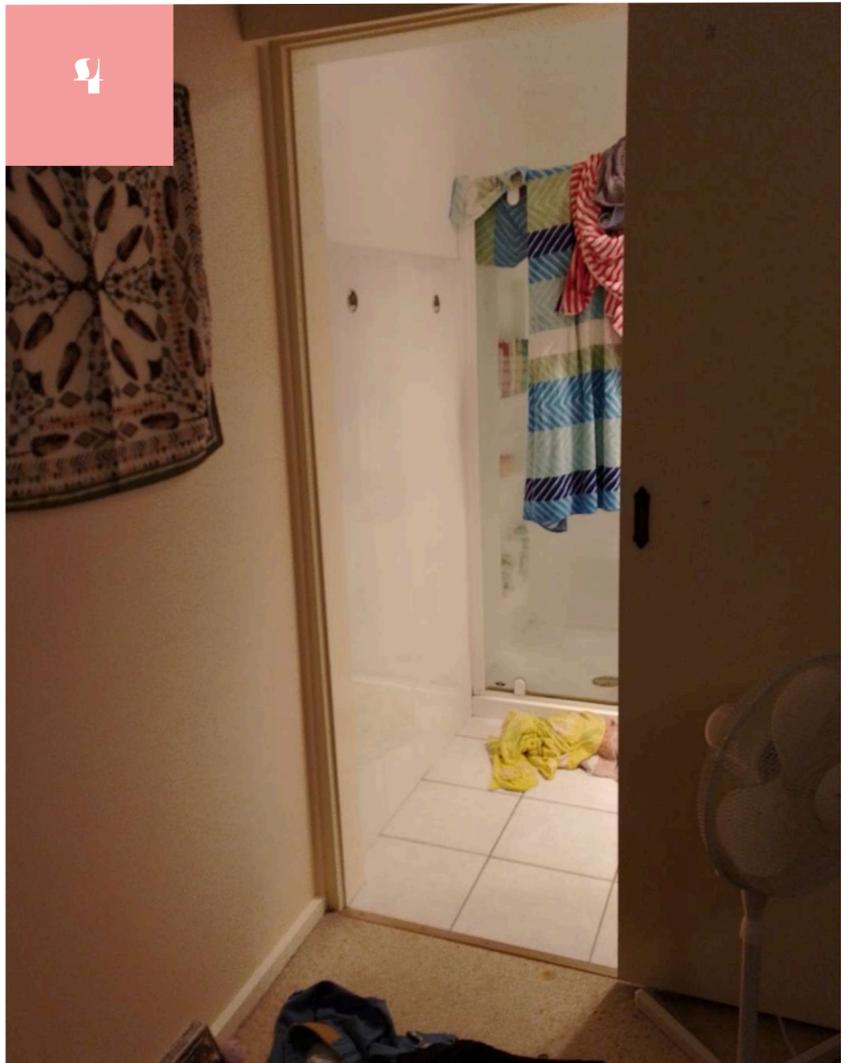
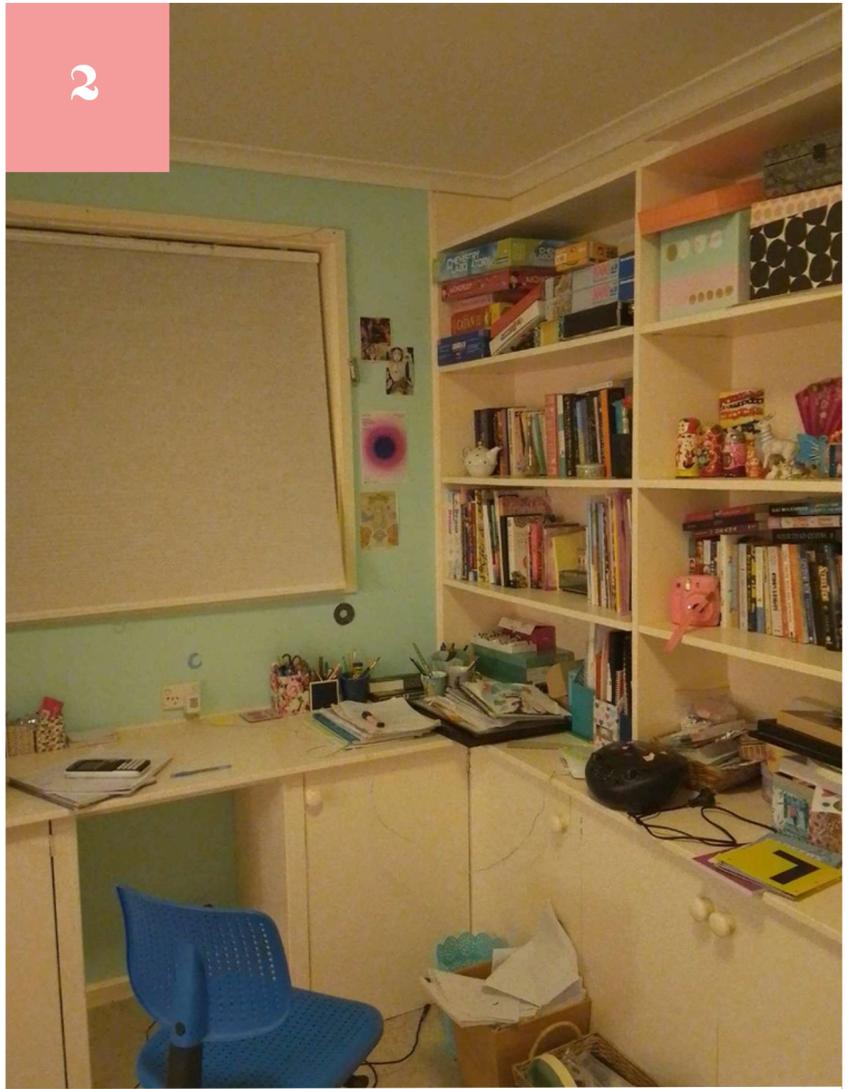
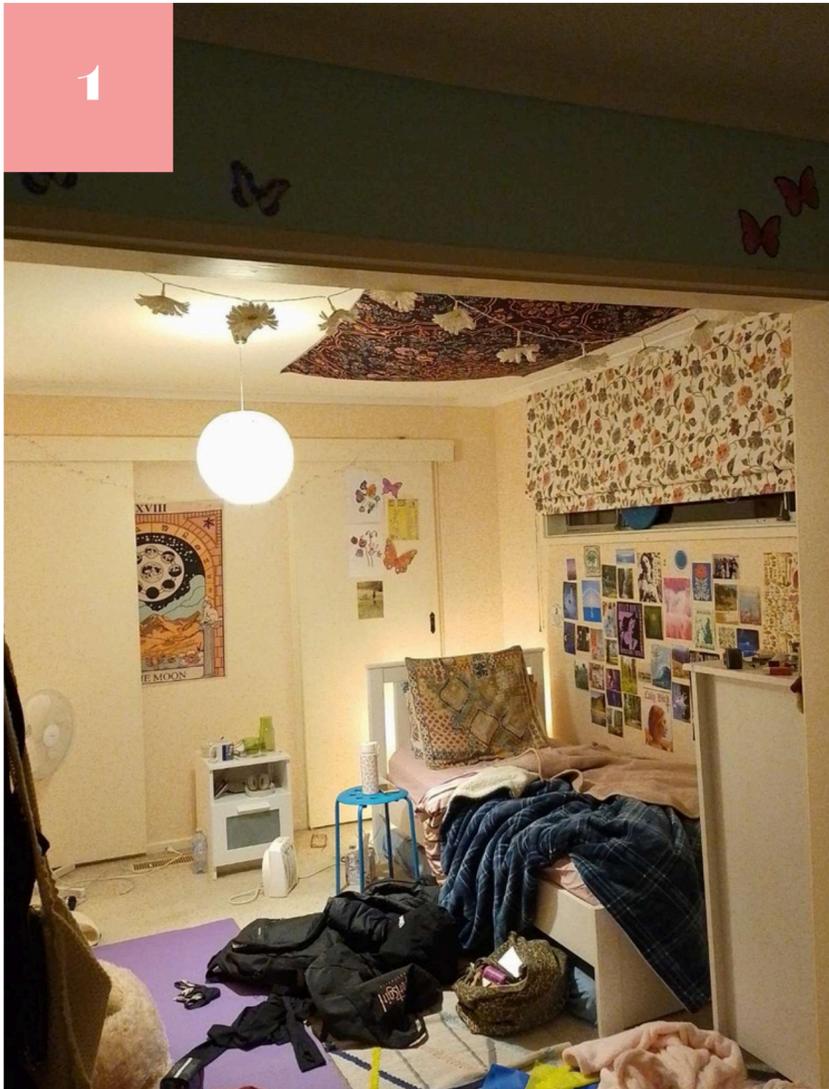
Hallway - images 5, 6, 7 and 8

I had a little trouble with the hallway. The carpet is off-centre in the pictures and the hallway is unlit. It's a **feature** of the house that I'm sure will do well with a little maintenance.

- Carpet off to the side
- Dark

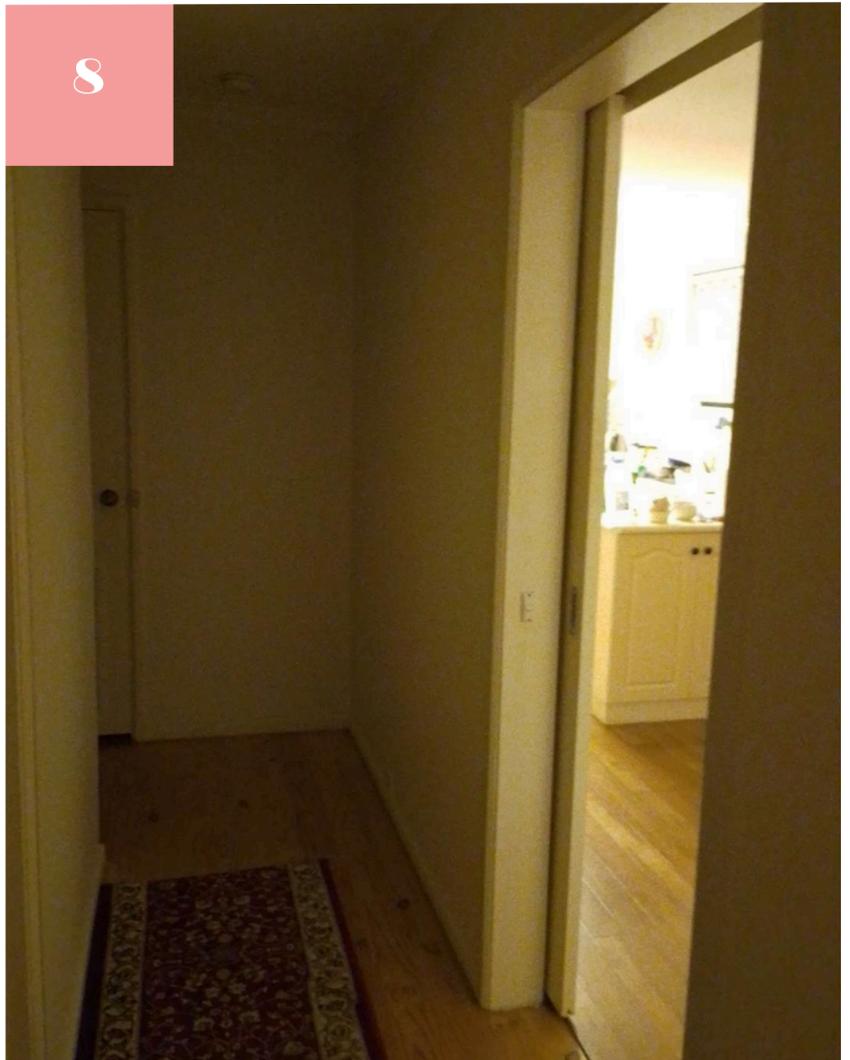
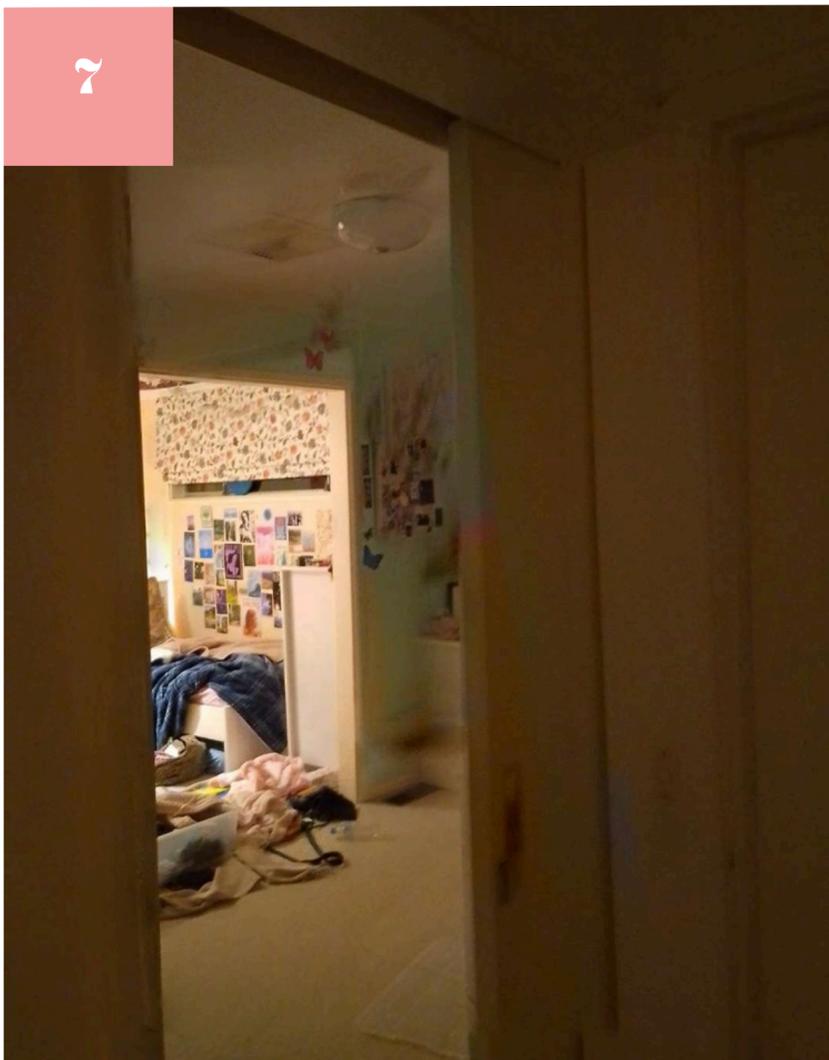
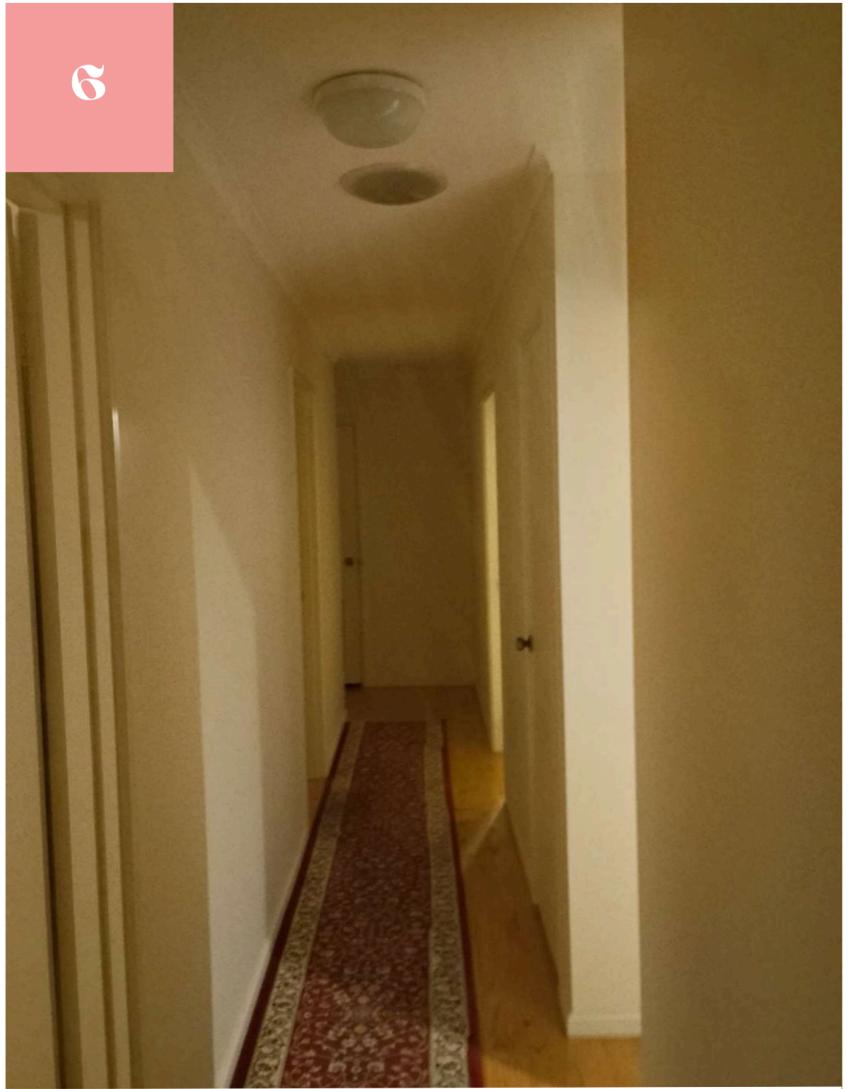
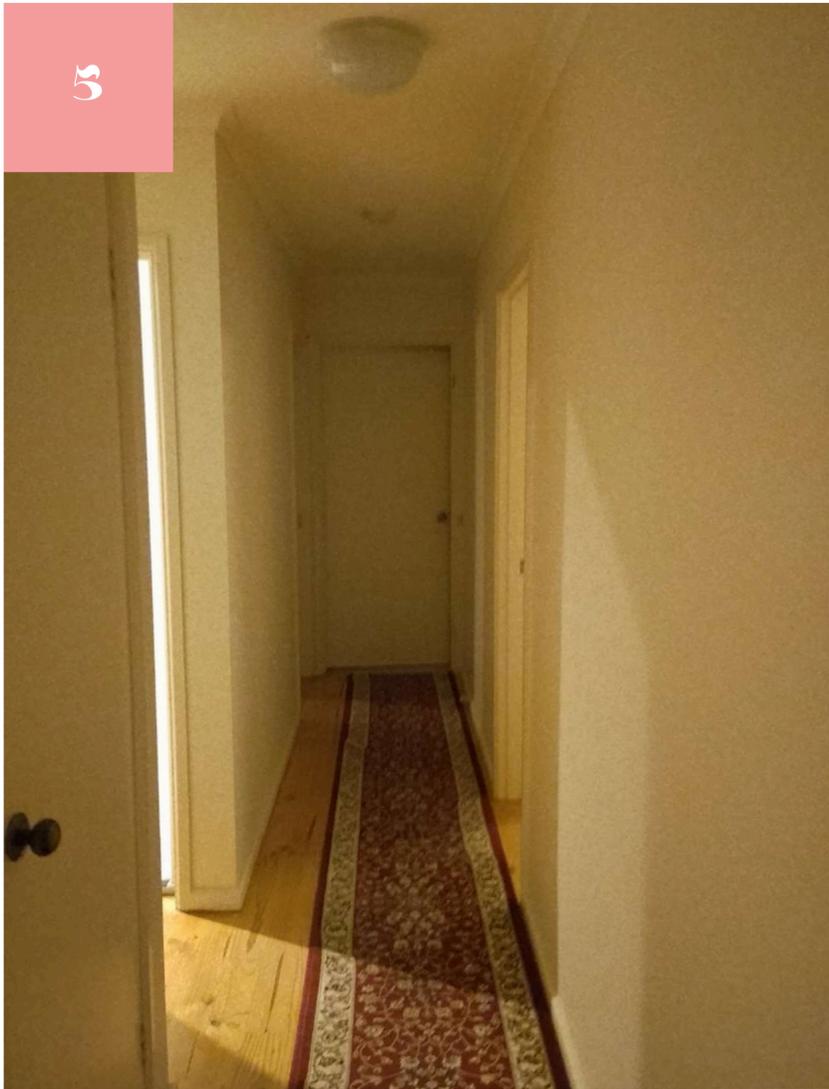
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General suggestions for new additions:

Overall, I believe that the home could benefit from **painting the walls white**, as suggested in Top Agent Insights for Q1 2020, which says “**98%** of agents believe that buyers **gravitate** towards **neutral colour schemes** . . . to make the house look **spacious** and **inviting**,” (Feeney, 2020). I appreciate that it's a **meaningful** space for you so maybe painting could be a **family downtime activity** to do.

Specific room suggestions:

Bedroom

What I like the most about the bedroom is the **excessive space** to work with. I have included a **hand-drawn image** to effectively describe these **new suggestions**, too.

- Have a clean double bed centrally located - for comfort and quality of sleep, (KR Global, 2024)
- Revamp the curtains - they increase a home's resale value significantly, (Curtain World, 2020)
- Knock down the internal wall - this will create a larger, light-filled space, (Rock, 2021)

Ensuite

I really only insist that cleaning up is essential to **enhance** the **architectural bones** of the ensuite and make the space feel homely.

- Regrout - not only to **enhance the aesthetics** of your bathroom but also help to **prevent water damage**, (The Grout Guy, n.d.)
- Clean mirrors - although I love the stickers and feel like they are **cute** and **personal** touch to the ensuite it might be time to let go just because it could be too much of a time-consuming task for new homeowners

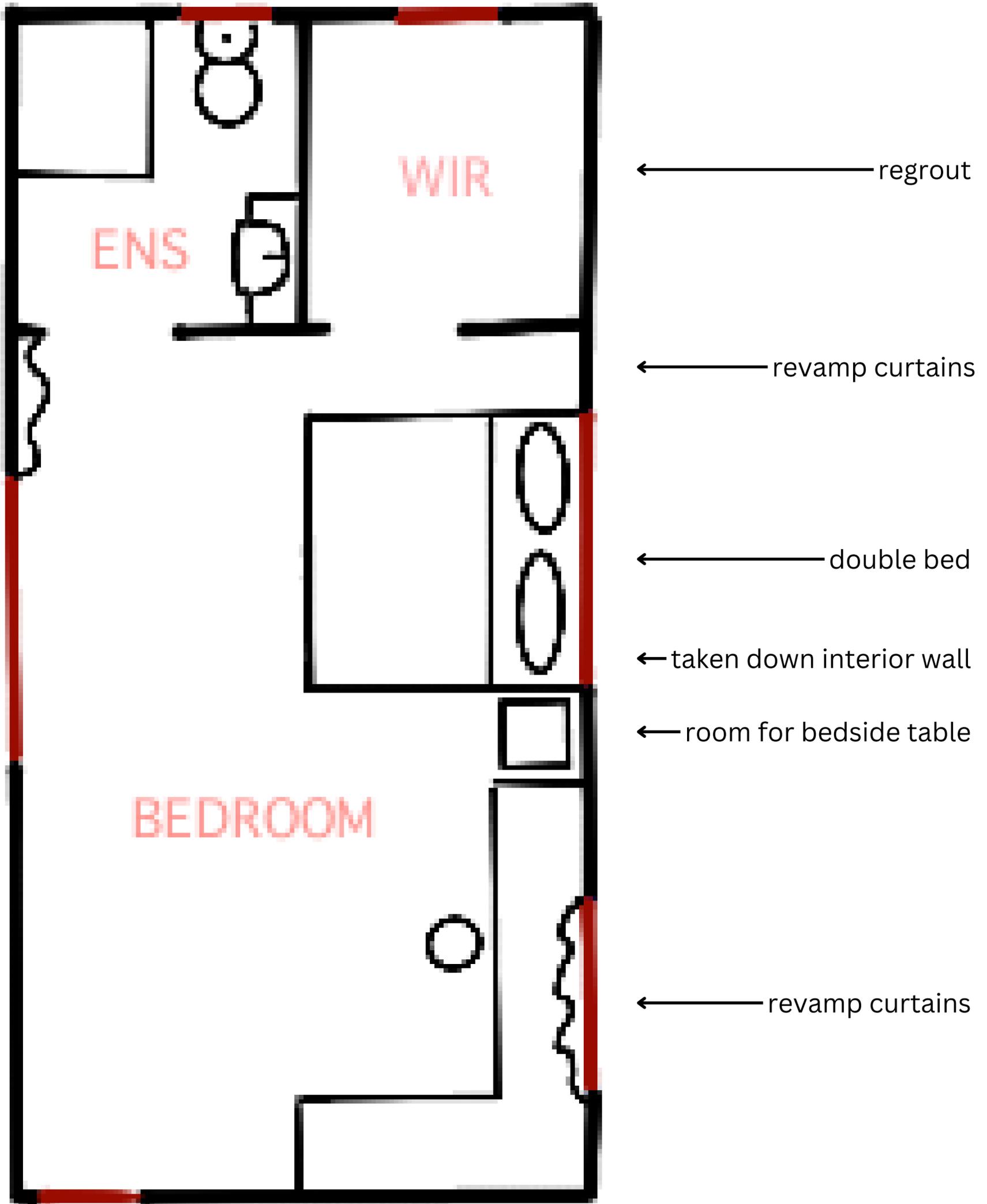
Hallway

I would think down the lines of less clutter for this one and especially in sales photos small details like what I have recommended adjusting can make a difference.

- Move the carpet into the middle of the floor - just neatness
- Have warm-toned LED lights down the skirting boards - for a path at night

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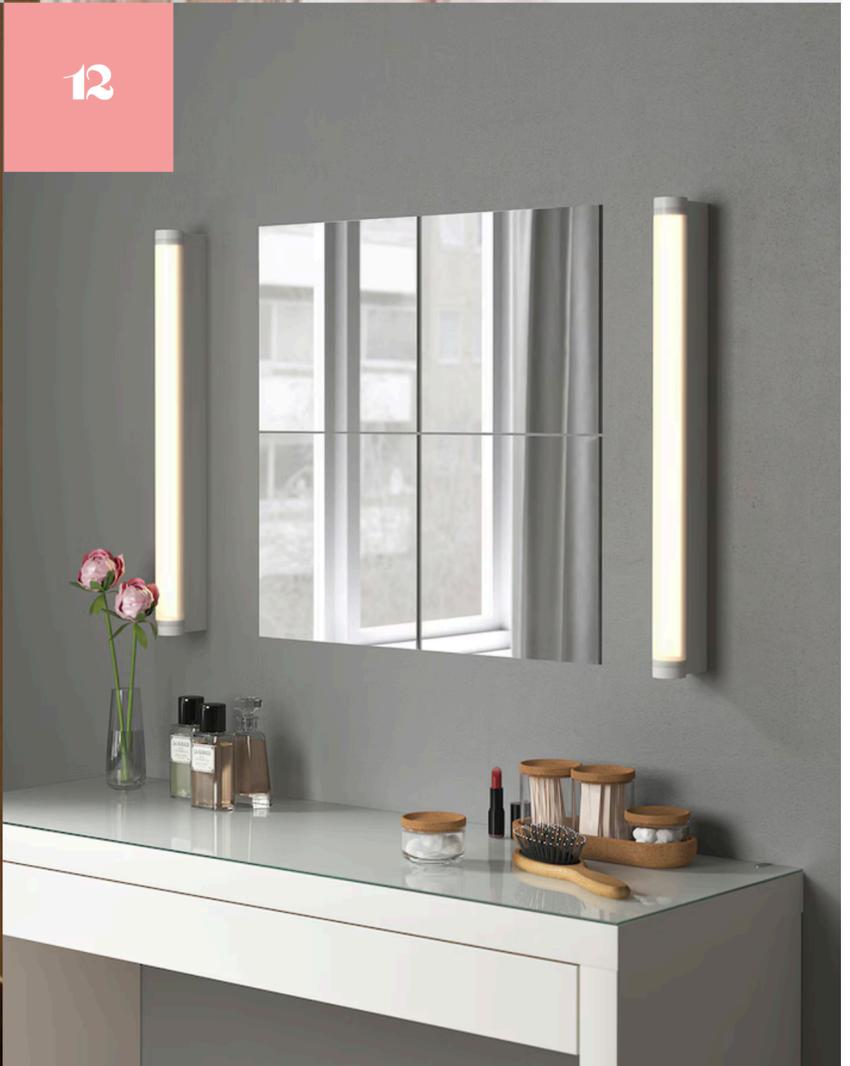
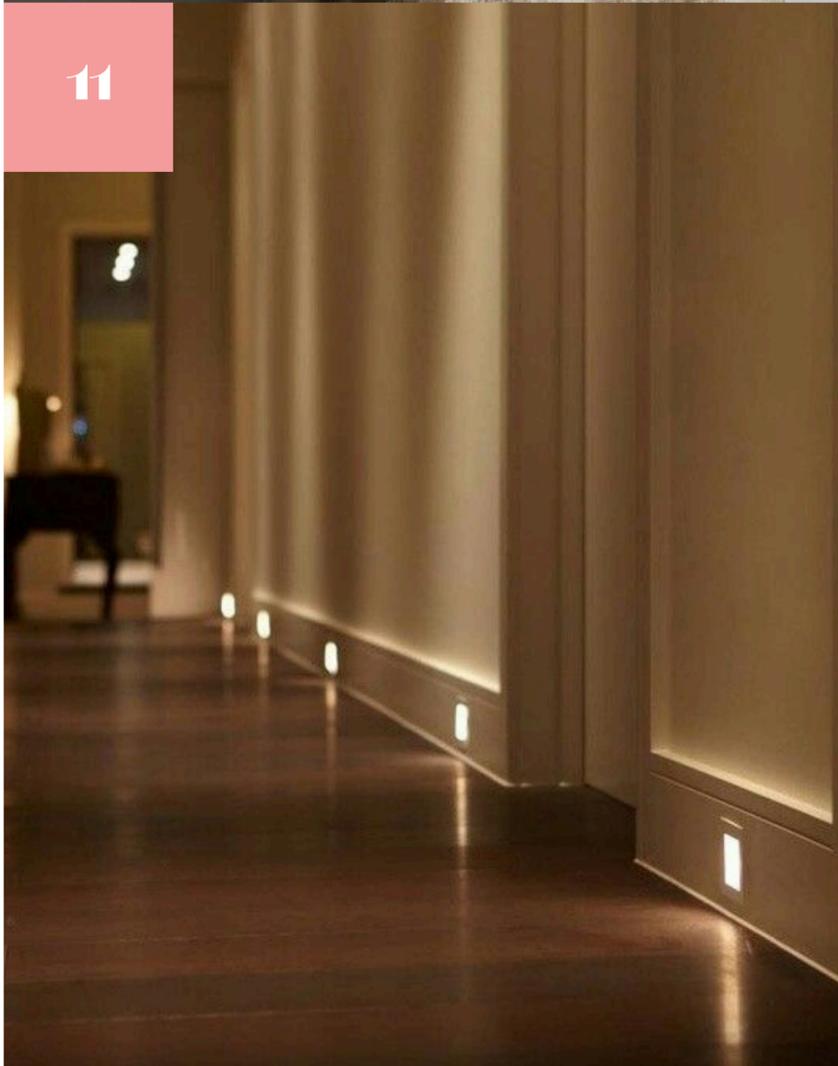
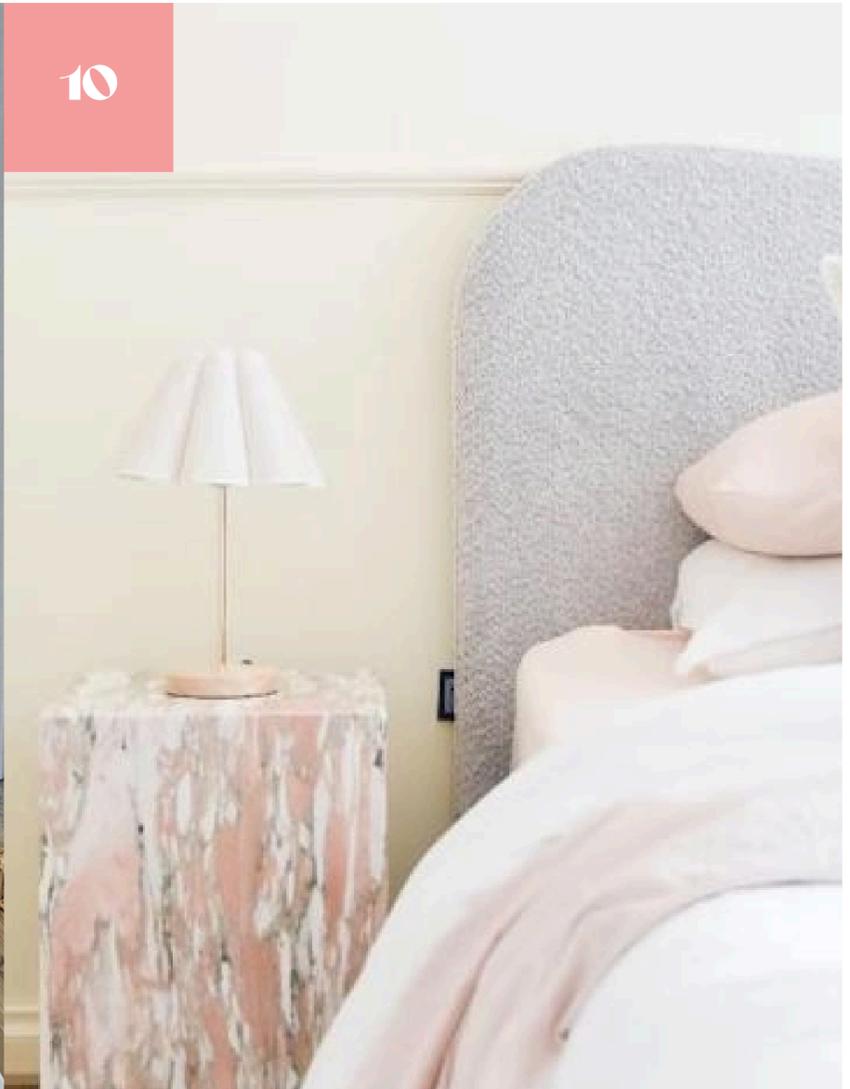
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Hand-drawn image of proposed changes to bedroom.

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Appreciation message:

Sofia, I hope you can take into account my recommendations for the interior design of your home. **Thank you** for your time and I hope to see your house **on the market** soon! Please feel free to **contact me** if you have any further questions.

Invoice:

Bill to **Sofia Berge**
3839 Callison Lane
Canberra
2600

Invoice #

3556

Date

16/08/2024

Invoice Due Date

16/10/2024

Items	Quantity	Price	Tax	Amount
Bedroom	1	\$1000	17%	\$1170
Ensuite	1	\$500	17%	\$585
Hallway	1	\$500	17%	\$585

Total

\$2340

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Harvard-style References:

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Yours sincerely,

Ida Jones.