

FINISHING TOUCHES

Going... going...



*When selling, presentation is everything*

Story **Brigitte Kolbe**



**I**T'S been said that when you're trying to sell your home, you have just 30 seconds to impress.

Within that short time frame you may have won or lost the attention of a prospective buyer.

Adam Luttrell's dynamic young business, Shift by Design, gives its clients the winning edge they require to make a successful and speedy sale.

"In a slower market, the better presented properties will sell quicker," explains Adam. "And in a competitive market place, the property might sell for more than expected with the right presentation."

The presentation service is called "home staging" in the US, where it has been embraced by savvy home owners and developers.

Adam believes buying a house is an emotional experience for most people. "Through good presentation, we try to create an emotional link between the house and the buyer; it's all about creating the wow factor."

Adam believes his clients most benefit from his expertise if they act before putting their property on the market. Failing that, if the house has been on the market for a while, he recommends people contact him before considering a price drop.

"Our service is an investment," he explains. "After all, you spend money on preparing your car before selling it, why wouldn't you do the same with your home?"

"Property presentation is far more cost effective than a reduction of \$5000 or \$10,000 on your asking price."

A common error many sellers make is not seeing the obvious problem areas in their own home, because they've often lived in the house for many years and can't be completely objective.

"We like to create a special look and feel for a house, something that would be appealing to most people."

Adam is quick to point out that Shift by

