

Design isn't an interior design service.

"We're not catering to the client's specific taste, but to the broader market – the home buyers."

Adam – whose service includes offering comprehensive reports and taking quality photos – usually begins by depersonalising and decluttering the space.

"Buyers want to see space so they can visualise where they can put their own things."

This means looking at hot spots, from overflowing toy boxes to walk-in wardrobes. This could mean moving things out of the house (and garage) while the property is on the market.

Once the house has been cleared of the family's personal trinkets (including photos) and superfluous objects, Adam has a blank canvas with which to work. His firm has a large stock of accessories (including rugs, pictures and contemporary decorative objects) that can be used to enhance a room to perfection.

"We're constantly buying in things that would suit a multitude of properties, and we visit the trade shows on the mainland to keep up with the latest trends."

If needed, furniture can be rented to fill vacant space (or replace tired old furniture).

"We find that buyers often have a hard time visualising what they can do with a room, but once we define it with appropriate furnishings it makes all the difference."

They also address the need for superficial adjustments, such as repainting a feature wall or changing light fittings.

"Many of our clients lead very busy lives and may not have the time, skills or inclination to paint a wall or replace tap fittings, so we can assist in this area too by project managing trades people."

While most people are aware of the importance of having an attractive kitchen and bathroom, many forget about the bedrooms (which can be breeding grounds for clutter).

"We like to create a sense of comfort and relaxation in the bedrooms as this is a key space home owners will spend time in."

Adam also looks at lighting.

"We like to draw as much light into

the house as possible as well as the exterior, including the yard and garage."

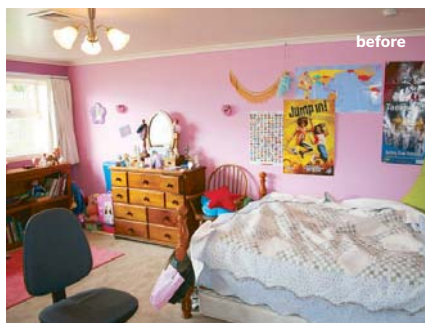
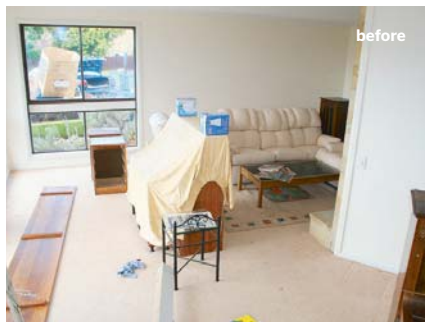
Adam says property presentation needn't be an expensive exercise.

To obtain a property review and full report (outlining the recommendations for the property owner to undertake) can cost \$425 for a three-bedroom home.

"If you are selling your property for \$350,000, the outlay for property presentation services represents a 0.1% investment and has the potential to net a higher return on your selling price."

Shift by Design consults with developers, owners of houses, units and apartments, as well as with real estate agents seeking to maximise sales.

See www.shiftbydesign.com.au



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



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