



## How important is Home Presentation and Photography?

### Rachael Cone, Business Owner

Home staging and photography are both crucial elements when selling your home in a cooler market. Not only do they work hand in hand in helping create a visually appealing and welcoming space to attract potential buyers, but they also allow those buyers to envision themselves living in the home.

A well-staged home will highlight the best features and often involves rearranging furniture, adding decorative elements, and decluttering to create a more inviting atmosphere. The end goal is for buyers to see the potential of the home, imagine themselves living there, set a positive first impression and ultimately achieve a quicker and more favorable sale for the seller.

Photography is another essential tool in selling a home. High-quality photos will showcase the property in its best light and make it stand out online. In a market such as we are in now, being seen above all the other homes is the challenge every seller faces. Professional photography captures the essence of the home, highlighting its key features and creating a virtual tour that entices buyers to take action to view the home in person.

In today's competitive real estate market, first impressions are everything. Potential buyers often make very quick

judgments based on online listings. We cannot emphasise enough how important it is to have a home presented in the best possible way. By investing in home staging and professional photography, sellers dramatically increase the chance of attracting more buyers and achieving higher offers.

Statistically, staged homes sell faster and at a higher price point than homes that are not staged. Buyers are more likely to see the value in a well-presented home, and this leads to quicker offers and a smoother selling process.

Overall, home staging and photography are highly valuable tools that help sellers make a lasting impression and stand out in this crowded market. By showcasing a home in the best possible light, sellers can increase their chances of a successful sale and maximize their return on investment.

At Total Realty we have experienced and sought after photographers and home stagers available to assist you from day one. With our competitive pricing sellers can afford to utilise the expertise of these professionals and yield an even better result on their house sale as a result. With our Total marketing package and Total fee of 1.5% + \$550, you are sure to come out with a smile on your face. Call us today to discuss further.

✓ Locally owned and operated	✓ The lowest advertised commission rate	★★★★★ Google Reviews 4.9 out of 5.0	✓ Impressive Results	✓ An "easy, stress-free experience"
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### Looking to sell?



**Big Mike Grant**

Sales Consultant - Ashburton, Rakaia  
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### Our mission

- **The highest level of service at a fairer price, everytime - no exceptions!**
- With no franchise fees and other unnecessary expenses we've eliminated the costs that do not contribute towards selling your home, passing on the savings directly to you, our clients. But more importantly, our highly trained and experienced team work hard to get you the best price for your property.
- As a company we consistently sell more homes per annum than any other real estate branch and Trademe performance indicators show that we consistently outperform the market in number of days to sell and number of views per property.
- This past year alone we have saved our clients \$11 million in commission.

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