

- KE PROPERTY STYLING GUIDE -

PROPERTY STYLING



WELCOME TO KE

MEET KYLIE...

I'm the passionate owner behind KE Property. I'm creative, lead with empathy and a total professional. Our mission at KE is to help property owners achieve their goals, stress free, simply and easily!

When I was a child, I would spend endless hours day dreaming about what I would change in relatives and friends homes when visiting.

These days I'm the wife to a numbers' man and a mother to two beautiful girls and work hard to create beautiful spaces and memorable experiences for our clients.



“Property styling and educating vendors and homeowners on the importance of it, is my passion”

– Kylie Espandiar

WHAT IS PROPERTY STAGING?

Property staging is a process of enhancing a home's visual appeal to attract potential buyers. It involves expertly arranging furniture, décor, and design elements to create an inviting and aspirational atmosphere. By showcasing a property's key features and maximizing its aesthetic appeal, staging aims to make a strong first impression and evoke an emotional connection with prospective buyers. This practice extends beyond physical arrangements, encompassing photography and online presentations to ensure captivating visuals in the digital realm. Ultimately, property staging plays a crucial role in expediting the sale of a property, often leading to quicker transactions at optimal market values.



WHY DO I NEED IT?

Enhanced Presentation: Staging enhances a property by arranging and decorating to highlight its best features for potential buyers to envision themselves living in the space.

Increased Perceived Value: Professional staging boosts a property's perceived value. Well-staged homes appear more valuable and well-maintained.

Faster Sales: Well-staged homes attract potential buyers more quickly, thanks to enhanced visual appeal, resulting in a faster sale and reduced time on the market.

Better Online Presence: These days homebuyers begin their search online. Staged homes photograph well, creating attractive listings that stand out online.

Emotional Connection: Staging helps buyers connect emotionally. It shows off the lifestyle potential, making it easier for them to picture themselves living in the home.

Competitive Edge: In a competitive market, staged homes give sellers a competitive edge, and leave a lasting impression on buyers compared to non-staged homes.

Maximized Space: Staging can optimize the use of space, making rooms appear larger and more functional. This can be beneficial in smaller or awkwardly shaped homes.

Professional Advice: Professionals bring expertise in design, market trends, and valuable advice, presenting properties that resonate with the target demographic.



WHY CHOOSE KE?

We deliver what we say, and then some. Quality isn't a standard, it's our promise. From the experiences we create to the styling options we provide.

Personalisation and relationships aren't just an approach. It's about creating real connections, adding heart into how we style and how we do business.

We encourage creativity, inspiring those around us and in the spaces we create. We bring this passion to everything we do

We strive for better so we deliver better for our clients. Better styling. Better results. Better experiences. Better advice.



WHAT IS THE COST OF PROPERTY STAGING?

The overall investment in property staging is influenced by the property's size, features, how many rooms, types of rooms and what stock is required to transform each space.

At KE our minimum hire for a 1 bedroom home is \$2200+gst.

A KE consultant will come to your property for a 15min consult (free), or we can work off a floor plan or walk through video to provide you with a detailed proposal and quote

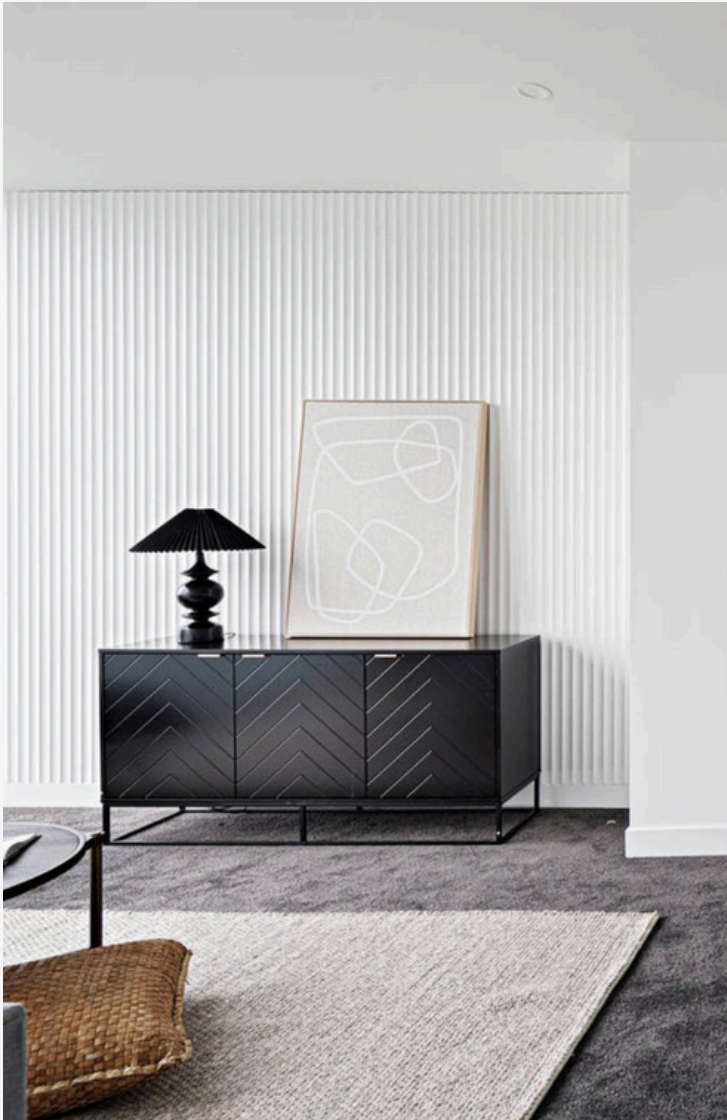
At KE when evaluating a home we take into consideration every single space in your home to create the best flow, layout and design for your home in order to showcase it at its best. These factors enhance the photography, online presentation, and the overall marketing campaign of a property.

The initial investment in staging significantly contributes to the overall success of a sales campaign. In today's competitive Melbourne real estate market, where professionally styled properties have become the norm, opting not to stage your property might unintentionally draw attention for the wrong reasons. Elevate your property's appeal and make a lasting impression by investing in professional styling services.



“Excellent service and our house looked amazing! It sold before going to auction!! I dont think that would have happened without the team making it look so good” – Felicity





RETURN ON INVESTMENT

When discussing the investment of property staging with clients during a consult, we always like to follow the rule that you should triple your investment on property staging.

This means if you spend \$4,000 on property staging, then you should get \$12,000 more when you sell your property than if you hadn't staged your property.

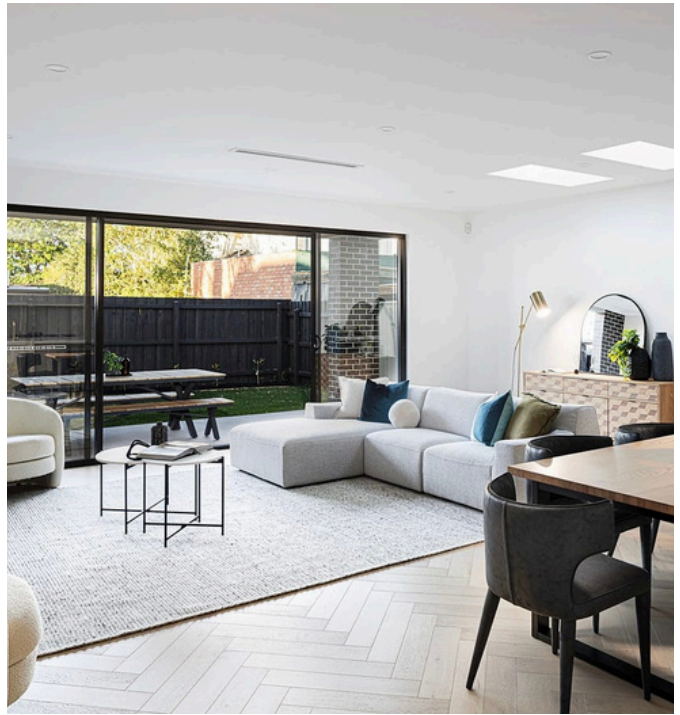
More often than not when our clients sell their home, the selling price exceeds their expectations (sometimes even the agents expectations!)

“Our aim is for our clients to triple their investment in property staging at a minimum”

– Kylie Espandiar

FREE PROPERTY STYLING QUOTE

- Present your property at its absolute BEST. Working with us to prepare your property sale before you list it, is a valuable experience. It allows a fresh pair of eyes give you objective feedback on areas you can improve.
- Get in touch to book in a free 15 min consult at your property with an expert KE Stylist. We will assess what your property needs & make recommendations
- We provide a tailored and comprehensive quote which outlines all the furniture, décor & art we bring to make your home look its best!



[GET IN TOUCH TODAY](#)



OTHER SERVICES

STYLING CONSULT

Thinking about selling & need advice on how to style your home with the existing furniture? Let us help!

COLOUR CONSULT

Want to add colour but overwhelmed by choice? Let us help you on what colours to pick and why!

STYLE TO STAY

Styling a room in your home but are getting stuck by the overwhelming amount of choices? Let us help!