

Case Study – Iluka



The property was rented for a number of years whilst the owners were working up North in Port Hedland. The property was in reasonable condition but had signs of wear and tear and some tenant damage. The Iluka property market is highly competitive and can be a little “fickled”. Therefore the makeover and final styling for sale was important to target the right range of buyers and ensure the property stood out from the competition and got sold.

Our makeover recommendations and management covered all bases from the garden, colour selection, repairs and maintenance through to the final styling for real estate photos and first home open.

In this case we recommended the clients give notice to the tenants to vacate as it would make it much easier to complete the makeover in the shortest possible time. Leaving tenants in a property will devalue a property. In addition, tenant furniture may not be suitable and their living conditions can be un-tidy and cluttered, further devaluing the property.

The final colour and styling brought a sense of warmth, family and was inviting to buyers.

Living Room



BEFORE



AFTER

Master Bedroom



BEFORE



AFTER

Results

Initial Appraisal:	\$700,000-720,000	Listing Price:	\$810,000
Investment:	\$21,000**	Sale Price:	\$810,000
Time to complete:	3 weeks	Time to Sell:	1 Week

**The investment includes all costs for hire furniture, makeover services and Spruce Ups Services.

Invested \$21,000 and increased value by \$70,000-\$90,000
3% invested to gain over 12% in value (4 x)