

Michelle Burke - A Seller's Guide

# UNLOCK UP TO €10K EXTRA and beyond!

## 7 Affordable Tips to Boost Your Property Value



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*Nobody works harder for you*



## Transformation in Action: The Real-Life Showcase

These pictures are a clear example of home staging. In 6 months this apartment increased its selling price by **67%**.

The vendor bought the property for **€255,000** in December 2022.

It sold for **€322,000** in June 2023 - a whopping €32,000 return on her home staging!

- *Painted fully throughout*
- *New lighting throughout*
- *Wallpaper in bathroom*
- *Painted kitchen units & installed island*
- *Changed curtains*
- *Used own furniture*
- *Extensive use of soft furnishings*



# Contents

- 01 Kerb Appeal
- 02 Declutter
- 03 Clean
- 04 Minor Renovations
- 05 Increase Energy Efficiency
- 06 Stage
- 07 Final Preparations





## Create Kerb Appeal

### Start with the Basics: First Impressions Count!

Take a good look around the outside of your place. Maybe get a friend to give you their honest opinion.

#### How's your home's kerb appeal?

**Spruce up** the driveway and give it a good power wash if need be.

A new **coat of paint** for the front door and some **colourful flowers** could make the world of difference.

Go that bit extra with flower boxes which always make a home look more **welcoming**.

Just remember, you never really get another shot at that all important "first impression" so let's make it count!"



# Declutter

## Decluttering Time: Let's Clear Out the Clutter!

Don't hold back—be a bit ruthless.

Sort things into three piles:

- *Keep*
- *Donate to Charity*
- *Dispose*

If you've outgrown your home and are moving up, think about renting short-term storage for stuff like seasonal gear, luggage, or extra furniture.

Hiring a skip is money well spent. Toss in those old bikes, outdated furniture, tired rugs, cushions, and any art you're not too fond of anymore.



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## Clean

### Make it Shine: Get Your Place Spick and Span!

There is nothing more off putting for buyers than a grubby home & nothing more welcoming than a **spotless & well-presented property**.

In our fast-paced lives, many sellers opt for **professional cleaning services** (& don't forget the windows!)

It's incredible the difference this can make & in addition it takes off a lot of pressure - giving you more time to declutter and set the stage.

A pristine home is key to **increasing a property's value**.



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# Minor Renovations

## Small Upgrades, Big Difference!

Those niggling yet crucial tasks. Remember that gap in the kitchen tile you've been meaning to address? Now's the **perfect time** to tackle it.

- *The skirting in the hallway threatening to detach.*
- *The missing lights in the lounge.*
- *A shower head that's seen better days.*
- *And let's not forget that blotch on the living room ceiling.*

Think about hiring a handyman for a day. It's always good to get a quote upfront, or even ask a friend for a **recommendation**.

We've got **great contacts** for maintenance, painting, cleaning, and rubbish removal that we'd be happy to share.



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## Increase Energy Efficiency

### Cozy Up Your Place with Easy Tips

Energy & cost of heating a home is a huge concern for today's buyers & the **higher your BER** (energy rating) can be, the better. When it comes to selling your property, an energy rating (BER) is a must-have. Higher BER ratings equal more appeal to buyers.

Here are some pocket-friendly ways to boost your BER:

- *Give the attic some insulation love (it's a manageable DIY project).*
- *Upgrade all the lights in your home to LED.*
- *Pop thermostats on your radiators.*
- *And don't forget to re-lag that hot tank!*

A BER is **valid for 10 years** & the accompanying advisory report is a useful tool, advising the potential rating of a property & steps required to get there.



# Stage

## Enhance Your Home's Allure

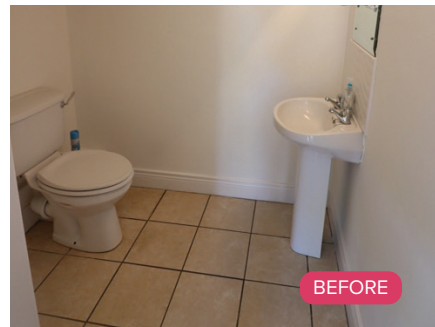
This is the true key to maximizing your property's value. A well-staged home **draws more viewers**, ensures **higher offers**, and without doubt - commands a **better sale price**.

**Check out these pointers that capture the heart of home staging:**

- *Position a mirror cleverly to open up space.*
- *Introduce a plant for a touch of personality.*
- *Add depth and luxury with a vibrant rug.*
- *Infuse warmth and ambiance with a well-placed light or lamp.*

The possibilities are endless, and here's the key: **staging doesn't have to break the bank**.

Remember, all those cozy touches you invest in for staging will come with you to your new place. Feel free to reach out with any questions—our fees already cover home staging guidance.



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## Final Preparations

### On viewing days:

Opt for one or two **specific days** each week for showings, within designated time slots. This approach provides you with control and ample time to ensure your property is at its finest.

Dress all beds with **white duvet covers** and pillowcases.

Add **fresh rugs** near beds, storing them between viewings.

Consider **fresh flowers** in the lounge/hallway & a bowl of fresh fruit in the kitchen.

Arrange fresh **white towels** and bathmats in the bathrooms, then put them away afterwards.

Check that all lights are operational and **keep spare bulbs** on hand, just in case.

Enhance the atmosphere with **inviting scents**, like cinnamon sticks or fresh candles.

In the winter, consider having a **fire** going, & if gas/electricity - timed to come on for the viewings.

Lastly, take a **deep breath and relax**, knowing you've put in your best effort to showcase your home in its prime.

# WANT TO SEE WHERE YOUR PROPERTY SITS?

(& how to unlock its true potential)

GET YOUR PRICE  
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