



THE AGENCY

The Agency

2024

The Art of Styling :
Unlocking the true
potential of your
property sale



The Art of Styling : Unlocking the true potential of your property sale

When it comes to selling your home, first impressions matter more than you might think. Property styling isn't just about making your space look attractive—it's about helping potential buyers envision themselves living in the property.

The Agency Property Partner Cathryn Dudman is well-versed in styling apartments and homes in Sydney's Eastern Suburbs to maximize their appeal to buyers.

“People need to visualize themselves living there,” says Cathryn. She explains that styling a property for sale is all about highlighting and enhancing the best parts of a property to its maximum potential.

Styling a property effectively can be particularly challenging when it comes to tenanted homes or smaller spaces. As Cathryn points out, “The way the average person lives in the property and how it is styled for the sales campaign is different.” For instance, in the studio and one-bedroom market, where vendors are less inclined to invest in styling, Cathryn adapts by working with tenants to enhance the property's appeal without causing them inconvenience. She leverages existing furniture and adds her own elements and styling props to make the space both functional and attractive during the campaign.

“In this Bondi Junction apartment, the tenants had great style, so I rearranged their existing furniture and plants to create a more styled, minimalistic look,” said Cathryn of the one-bedroom apartment at [31/17-25 Spring Street](#).

Working together with photographer Lee Camilleri for the marketing shots, Cathryn knows the power of angles and lighting to showcase a property.

“Styling photos can't be rushed. Lee and I will always rearrange the furniture to capture the right look if the property is not professionally styled. Every vendor's circumstances are different, so we aim to provide the perfect styled look for tenanted properties.

In smaller spaces, simplicity is key. Cathryn advocates for minimalism to showcase size and functionality, using vibrant accents like a red Smeg kettle or bright cushions to add character while drawing attention away from the limited square footage, as she did in this Monterey apartment.

Her approach emphasizes that “less is more”—allowing the space to breathe and highlighting its best features, such as a large balcony or a spectacular view.

A prime example of this was the sale campaign for a studio at [308/79-85 Oxford Street, Bondi Junction](#), where the vendor had vacated and opted not to style the apartment. Cathryn focused on enhancing the views and the unusually large balcony size for the studio by incorporating plants and photographing the property from the best angles.

For larger homes, a comprehensive styling package can make all the difference. Cathryn has worked with vendors who opt for both full and partial styling options, from softening furnishings and adding artwork on the walls to a fresh coat of paint and revitalizing garden spaces with a landscaper. Even simple updates, like painting old kitchen cabinets, can significantly enhance a property's appeal.

The Art of Styling : Unlocking the true potential of your property sale

One case study highlighting the transformative power of styling is the beachside apartment Cathryn sold in Coogee, which was a challenging sale. Being shadowed by the building next door, the apartment was dark and featured Florence Broadhurst wallpaper in the living room, which the vendor was very attached to but found “quite polarizing” for buyers.

“For the vendor, the apartment was an investment property but she had lived in it for some time in her 20s, which is when she put up the wallpaper. While it held cherished memories for her, we had to remind her that how you live in a property and how you sell it are two different looks and feels.”

Cathryn convinced her vendor to repaint the apartment in fresh white tones, which resulted in an extra \$250,000 on auction day.

In investment properties, where owners are often reluctant to spend on styling, Cathryn understands the importance of presenting the space in its best light. She recounts selling a Bondi Beach investment with a dated pink bathroom—while it was unappealing to some, it attracted investors eager for a renovation project.

“There’s always the right buyer for the right property. On Brighton Boulevard, the buyers who were owner-occupiers came in and thought it was too much work, but other investors saw it as a stellar opportunity and relished the challenge.”

Top tips to style on a budget

- Keep the styling minimal and fresh
- Add small pops of colour
- Repaint areas which require minimal outlay e.g. walls, kitchen cabinets, older bathroom tile.
- Add plants in strategic places



The Agency

The Agency

theagency.com.au

