

STYLING FOR SUCCESS

Presentation can be the key to a quick sale at a good price, so it pays to get expert help. Karen Muller of Real Living Interiors explains how styling a home to live in differs from styling one for sale.



When I create colour designs and styling ideas for a proud homeowner, I work around the owner's personal tastes and colour preferences as well as the function and aspect of each

room and the look and feel they want to achieve. The styling is very personal and created with an understanding of the client's needs.

When preparing a home for sale, on the other hand, styling needs to focus on what

look will attract a likely buyer. Decisions are made keeping in mind the target market, how the home is being marketed, and what features will evoke a reaction with buyers as they walk through.

This newly renovated four-bedroom home located in Willstonecraft on Sydney's north shore was recently styled for sale. Ideally located 10 minutes from the CBD, within walking distance of transport and numerous restaurants, it captures the essence of inner-city living. The owners created four bedrooms, two off-street parking spots, three bathrooms,

an open-plan kitchen, dining and living area opening on to a private grassed area, and large attic storage – all within an internal area of 168sqm. Wow!

The long and lean home lent itself to a contemporary look. Playing up the modern surfaces of the kitchen, I chose to modernise the house using complementary reflective furnishings. A white three-seater modular couch, long low entertainment unit and a woven bench seat that doubles as a coffee table added to the ensemble of furnishings. The glass dining table and white chairs highlight the kitchen surfaces

