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Hot homes sell at auction – we show you how

Richard Armstrong

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Make your property stand out at auction time – make it catchy, accessible, conservatively creative, familiar, inclusive, light and appealing. We share how to stand out in the crowd.



In any given month, someone planning to buy a home might have up to five properties that meet their needs.

Over the weeks that follow they strike properties from their list for various reasons, but those with the most appeal usually make it through the cull.

For this reason, many believe the way we buy and sell property is a little like a popularity contest. That is, the most popular and likable house 'wins' (ie. gets the best price and/or sells the fastest).

So, how do you make a property popular?

In a sense, selling a house is a little like making any other product popular. For example, music producers Stock, Aitken and Waterman – producers of Kylie, Bananarama and Rick Astley – were masters of the pop song. They used a formula. The music was catchy, accessible, conservatively creative, familiar, inclusive, light and appealing. And it sold like hotcakes.

Selling? Use our comprehensive Selling Guide

What happens if we apply the same thinking to the way we present our property for sale? That is, we make a property catchy, accessible, conservatively creative, familiar, inclusive, light and appealing. Could it work?

The colours would have to be warm and inviting off-whites, making rooms feel lighter and more spacious.

The lighting would need to be balanced throughout, ensuring all rooms are well presented, thus drawing prospective buyers into each space.

Similarly, flooring would be modern, mainstream and in good condition. The light fittings, switches, door handles and locks would be appropriately modern.

Find an agent to sell your property

The truth is that just like a popularity contest, buyers are drawn to the most appealing product on the market.

For the vendor, this popular appeal generates a broader pool of buyers, increasing the number of prospective purchasers. Logically, this translates into greater competition and a higher price – often tens of thousands of dollars higher.

Just selling your home means you've merely taken part in the popularity contest. However, selling it for strong price, quickly, means you actually win it.

Richard Armstrong is a director of [The Makeover Group](#) and author of [Sell your home for more – an expert's guide to property presentation](#).

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