



Your Complete Queenstown Lakes Selling Guide:

# How to Maximise Your Property's Value in Today's Market

[www.queenstownlakesrealty.co.nz](http://www.queenstownlakesrealty.co.nz)



# When is the **best time** to sell your property?

There are several factors to consider when it comes to listing your property that won't have much to do with the time of the year. Things like personal circumstances and market conditions are going to play the biggest role in choosing when to market your property. However, if the market is right and it is time for you to sell, then it makes sense to opt for the time of year best suited to attracting buyers. Here we take a look at the benefits of listing your property at different times of the year.

## Selling in warmer months

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Traditionally, spring has long been considered the best time of year to sell a property. Your garden and outdoor area will probably look their best in spring, and warmer temperatures mean more people will be out and about and likely to look into an open home.

This being said, we see a lot of properties enter the market heading into autumn, with March, April and May typically attracting a large number of new listings and auctions.

Whilst this means there's also a lot of buyer activity, if you're wanting to set your property apart from the crowd, you might consider listing your property earlier in the year.

This may target buyers who have had time off over the Christmas and New Year period, and have had time to reflect on their next big move for the coming year including buying a new property.

## Selling in cooler months

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Whilst not the traditional time of year that most sales consultants will advise you to list your property, winter could still be the right time of year to list your home for sale.

One advantage to listing during the cooler months is the relative lack of competition, with other sellers holding off until the spring period. With fewer homes on the market, your property has a much better chance of standing out.

The location of your home may also play a part. If your property is within an area where it snows or is nestled at the foot of a mountain range that looks particularly beautiful in winter, you can use the winter season to capitalise on the views and winter activities.

Make the most of features like fireplaces and wood stoves, light candles and use plush cushions and warm throws throughout living areas.



## Selling over school holidays

There's lots of commentary on whether or not listing your property for sale during a school holiday period is a good idea. One perspective is that this is a great time of year, with people able to view open homes and attend auctions held mid-week. Another suggests this isn't the best time of year, with people often travelling or switching off during their downtime.

There's no real indication that school holidays have a huge impact on the success of sales. Sales figures over the past several years indicate that sales volumes tend to peak in March, most likely as the market sparks back into life again after the summer holiday period. April and May are also traditionally strong months, on average across the whole country. There can also be peaks in early spring and often in November when more people try to buy or sell before Christmas.

There are merits to listing your home at several different times of the year. Ask your sales consultant which time of year they would recommend for your home and location. They'll be able to draw on their market insights and knowledge to make an informed suggestion for your situation.

Our experts will help you decide when is the best time to sell depending on your property.

# What you need to know

Marketing through to Settlement at a glance, to help you understand the process.

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## Advertising

Our job is to negotiate on your behalf to get you the best price possible for your home. By doing so, we would need to have the essential marketing material to help maximise your advertising potential.

**Tasks include:** Signboards, Photography, Brochures, Digital marketing & Social media targeting

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## Negotiating & Advising

Offers can come in many forms. Conditional or unconditional. Common conditions include finance, building reports & subject to the sale of another property.

**Tasks include:** Weighing up offers against each other in terms of price, conditions, condition length, deposit amount & settlement date.

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## Accepted Offer

Congratulations! We now have a live contract that is either conditional or unconditional.

**Tasks include:** Working through the contract conditions such as accomodating Building reports & Conveyancing for both parties.

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## Working towards settlement date

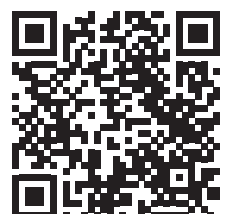
**Tasks include:** Further conditions on the contract to be met, ensuring Settlement paperwork is signed, Final pre-settlement inspection by buyer accomodated & tidying up final services such as insurance, power & internet.

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## Settlement Date

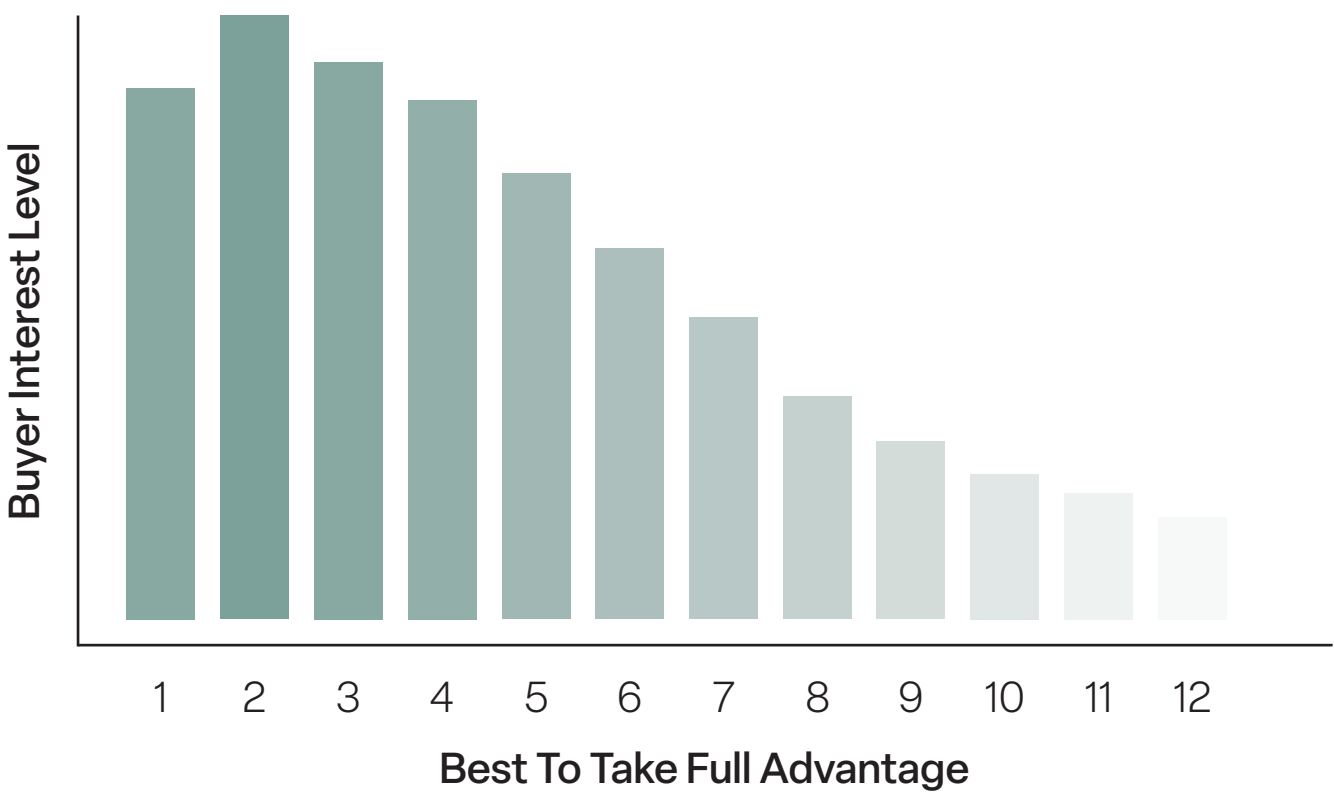
Once settlement is sorted, you have now successfully sorted funds and cleared everything.

**Time to move!** Experience a seamless transition into your dream home with our exclusive Concierge Service





# Buyer activity & property price



The first few weeks is the most important time for marketing. It's best to take advantage of them. Buyers seek out new listings which are always of interest to the existing buyer group.



Premium Price



Fair Market Value



Bargain Price

Depending on the price of your property, it will affect the number of buyers.

# The **best way** to sell your property

## Exclusive listing (Sole Agency)

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The best option is listing exclusively with one company. Exclusive listing avoids the frustrations and lack of action so often experienced when dealing with a number of different real estate companies. It sidesteps the conflicting agendas and different procedures, and maintains a strong brand grounding for your property. Most importantly, listing your home with Queenstown Lakes Realty ensures your home is backed by the best possible resources come sale time.

## Fixed Price (Advertised Price)

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The property is listed with a clear price, making it easier for buyers to know what is expected. This method works well in balanced markets but may limit competition if the price is set too high or too low. If an unconditional offer is received at the asking price then you are obliged to accept this offer and do not leave any room for negotiation therefore possibly leaving money on the table.

## Deadline Sale (Deadline Private Treaty)

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A deadline sale sets a closing date for offers. All offers are invited by a set sale date and the offers can include conditions such as a building reports, finance & LIM reports. Sellers can negotiate with buyers before the deadline if advertised as (prior offers considered). This method provides flexibility and encourages competition as conditional buyers can compete with unconditional buyers.

## By Negotiation

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The property is listed without a set price, allowing buyers to submit offers for the seller's consideration. You then counter-offer until a price is agreed. This approach suits unique properties or changing market conditions but may take longer to secure a sale. With no fixed auction or deadline date, the sale can get drawn out.

## Auction

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The advantages of an auction are numerous. You set the terms, conditions and deadline. You agree on an undisclosed minimum reserve price, with no pressure to sell if the property fetches a lower than expected bid.

You'll also attract only genuinely interested, cash-in-hand buyers with no subject-to-sale or subject-to-finance uncertainty. There is even the opportunity to accept offers prior to auction day.

Auction marketing motivates genuine buyers to act. It's also the least disruptive and intrusive method because you only need to open your home at times that suit you best.



# Tailor Your Sale for Maximum Impact

## Who Are You Selling To (Target Market)?

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Before preparing your home for sale, it's important to understand who your likely buyer is. Are you targeting first-home buyers, growing families, downsizers, or investors? Knowing your target market—and what they're willing to pay—can guide your decisions on how much to invest in presentation and which areas of the home to prioritise.

This is where a knowledgeable real estate professional becomes invaluable. A good agent will not only identify your likely buyer profile but also advise you on where to focus your efforts for maximum return. They can provide a realistic estimate of your property's current value and what it could achieve with strategic improvements.

This insight helps you plan a smart budget for getting your home market ready—ensuring you enhance value without overcapitalising.

## Ensuring Your Home Stands Out

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Selling your home is a big deal—and making sure it looks its absolute best can make a real difference to your result. With just a few simple updates (no matter your budget), you could boost your home's value by 5–10%.

The key is to create a space that feels inviting and well cared for. When buyers

walk in and see a home that's clean, tidy, and move-in ready, they're more likely to connect emotionally—and compete to make it theirs. That competition can drive up your sale price significantly. In a tougher market, presentation matters even more.

A well-staged, polished home can rise above the rest and leave a lasting impression. On the flip side, things like unfinished jobs or minor repairs can turn buyers off—or lead them to lower their offers.

First impressions count, and it's those small details that often make the biggest impact.

## Preparation Is Everything

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When it comes to selling, presentation matters—and it all starts with smart preparation. Put yourself in the buyer's shoes and view your home with a critical eye. Every detail counts.

Having a fresh, expert perspective can make a big difference. We can assess your property with a buyer's mindset and help you create a clear plan to prioritise your time and budget effectively, whilst also advising on cost saving strategies.

Our advice is focused on impact—highlighting the areas that will add real value and steering you away from spending unnecessarily on features that won't boost your sale price.

A strategic approach means better results and fewer regrets.

## Clear the Space, Clear the Mind

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Creating a clean, open environment is one of the most powerful ways to prepare your home for sale—and it all starts with letting go of what you no longer need. Give yourself a good head start and approach it with purpose. If something hasn't been used in years, it's probably not coming with you to your next home.

- Strip back your belongings—pack away anything that's not essential, and consider donating, selling, or storing the rest.
- A clutter-free home feels more spacious, allowing buyers to better visualise how their own furniture and lifestyle will fit in.
- Streamlined wardrobes, tidy cupboards, and well-organised storage spaces make a big difference—they appear larger and more functional.
- Renting a short-term storage unit can be a smart investment. Box up non-essentials and keep the property looking clean and uncluttered.
- Large outdoor items like trailers, boats, or unused vehicles should be relocated while the home is on the market to keep exterior areas open and appealing.

The goal is to help buyers focus on your home's best features—not your belongings.

**Decluttering** helps your home feel more spacious and inviting. Pack away non-essentials, tidy storage areas, and remove large outdoor items so buyers can focus on the home's best features—not your belongings.

## Start With Street Appeal

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First impressions begin the moment a buyer pulls up outside—so what does your home say at first glance? You want buyers to feel a spark before they even step inside.

That starts at the gate or front path. Is your fence freshly painted and in good condition? Are there cracks in the footpath or weeds that need clearing? Simple touches like trimming the hedges, cleaning fixtures, and clearing away cobwebs can instantly lift your home's appearance.

And don't overlook those slightly bigger upgrades—a modern garage door or a stylish new letterbox can make a strong visual impact and signal that the property is well cared for. That first look can set the tone for the entire viewing—so make it count.

## The Path to a Great First Impression

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The journey to your front door sets the tone for the entire viewing—so make sure it's clean, welcoming, and well-maintained. Footpaths & Driveways - give these areas a thorough clean—water-blasting can work wonders.

Remove any weeds growing in cracks or joins, and consider whether it's worth investing in repairs or upgrades. Fresh concrete, new tar seal, or simply patching holes can instantly lift your home's street appeal. Make sure steps and handrails are sturdy, clean, and free from chips or damage. If you have gravel or stone pathways, top them up for a tidy, finished look.



## Entrance to Front Door

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This is your welcome zone—make it count:

- Add a fresh new doormat
- Wash down the front door and surrounding windows
- Clear away any clutter
- Consider adding a potted plants or tasteful decorative features
- Ensure everything is sparkling clean and inviting

Small touches here can leave a lasting impression and signal that the rest of the home is just as well cared for.

## Tidy, Trouble-Free, and Move-In Ready

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Buyers are looking for homes that feel effortless—somewhere they can settle into without a to-do list waiting. That's why addressing small issues before hitting the market is so important. Think of it as pre-empting hesitation:

- Patch and repaint scuffed or dented walls.
- Take care of those little quirks—anything that feels unfinished or unsafe should be handled.
- Test every light, and upgrade bulbs to a brighter, more inviting tone.
- Use stick-on LED lights in dark corners, closets, or under cabinetry to brighten shadowy areas.
- Silence noisy floorboards with a few screws or minor adjustments.

- Swap out any damaged or outdated power outlets.
- Give the bathrooms a quick refresh with something as simple as a new toilet seat—it's a small detail that can elevate the space.
- Eliminate any lingering smells: air out the home regularly, steam clean carpets, avoid smoking indoors, run a dehumidifier, or use subtle fragrances like diffusers or candles.

It's all about giving buyers the feeling that everything's been taken care of—so they can fall in love with your home, not your to-do list.





## Polish Your Outdoor Presentation

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Your exterior spaces play a major role in forming a lasting impression long before a buyer steps inside. A well-maintained, thoughtfully presented yard can add significant appeal.

- Consider installing soft outdoor lighting, especially in key areas like the front facade or around feature trees. It adds warmth, elegance, and an inviting night-time glow.
- Lush, healthy grass signals care—treat patchy areas early with lawn boosters to ensure your yard looks its best when it counts.
- Stay ahead of weeds so garden beds look neat and intentional.
- Give shrubs, hedges, and trees a tidy trim to keep things looking crisp.
- Fresh layers of mulch or bark not only suppress weeds but give the garden a well-finished look.

Potential buyers will often swing by before attending an open home—sometimes during the day, sometimes after dark. Your exterior should shine around the clock.

## Boosting Buyer Appeal

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**Deep Refresh** - To truly impress potential buyers, your home should feel fresh, bright, and immaculately maintained. Think of it as giving your property a full reset—cleaning every corner until it shines. A room-by-room approach works best. Wipe down every surface, from stair railings to tapware, until everything gleams. Small distractions like stained walls or dingy carpets can take attention away from your home's best features—so make sure they're spotless.

**Inside Touches** - Polish windows and glass—inside and out—for maximum light and clarity. Deep clean bathrooms, especially grout lines



- Degrease kitchen appliances, including the oven.
- Dust thoroughly—light fixtures, skirting boards, shelves, and beyond.
- Tidy the fireplace and have carpets professionally cleaned to lift stains and eliminate odours.
- Keep the home smelling fresh and regularly air out each room.

Give your exterior the same care. Wash down the house to remove months (or years) of built-up dirt. A pressure washer works wonders on cladding, eaves, and gutters.

Lastly, commit to keeping things tidy daily. It might feel like a chore, but that consistent effort helps buyers focus on the home itself—not your stuff—and it often translates to a faster sale and a better offer.

## A Fresh Coat Goes a Long Way

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Worn paint, chipped walls, or tired trim can quietly drag down a home's appeal. A simple refresh with paint can lift the entire feel of your space, making it brighter, cleaner, and more inviting.

If you're comfortable with a paintbrush and have an eye for detail, doing it yourself can save money. But be honest with your skills—buyers will spot uneven edges, drips, or patchy finishes in a heartbeat. If there's any doubt, hiring a professional is often worth the investment.

Stick with soft, neutral tones that broaden the space and appeal to the widest audience. Whites and light creams are timeless—shades like Resene Alabaster (a crisp white) or Bianca (a soft, warm tone) work beautifully in most interiors.

## Flooring That Makes an Impression

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Well-maintained flooring can make a big impact on how your home is perceived. Buyers are drawn to clean, fresh carpets that suggest the home has been cared for. If replacement isn't on the cards, a professional deep clean can breathe new life into existing carpet—lifting stains, eliminating odours, and giving the space a refreshed feel. Be sure any visible wear, fraying, or damage is repaired where possible.

In some cases, installing new carpet can be a worthwhile investment. While it may require a larger upfront cost, it can significantly boost both visual appeal and perceived value. If you go this route, opt for neutral tones—they create a sense of space and work with almost any decor style, helping potential buyers imagine their own furnishings in the home.

## Elevating Your Home's Appeal with Expert Styling

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A professional property stylist knows how to capture a buyer's attention the moment they walk in—and keep them engaged throughout the viewing. Their job is to highlight your home's best features and create an inviting atmosphere that resonates with your ideal buyer. Styling isn't one-size-fits-all. These experts assess your space, identify its strengths, and tailor their approach to suit its style and market. They might add key furnishings, adjust the layout for better flow, or strip things back for a cleaner, more spacious feel.

It's not just about looks—it's strategic presentation that helps buyers connect emotionally and picture themselves living there.

# Lets Compare

Here’s a clear and easy-to-use checklist comparing smart pre-sale investments vs. upgrades that often lead to overcapitalisation:

## Smart Investments Before Selling

Action	Why It Works
Fresh interior paint	Instantly brightens spaces and adds a clean, modern feel.
Professional cleaning	A spotless home feels more valuable and well-maintained.
Minor repairs	Fixing cracked walls, squeaky doors, and loose fittings improves presentation without major spend.
Staging or styling	Helps buyers emotionally connect with the space and often increases perceived value.
Garden tidy-up & landscaping touch-ups	Boosts curb appeal and creates a welcoming first impression.
Lighting upgrades	Swapping in brighter or more modern light fittings can dramatically change the mood of a room.

Making smart, cost-effective upgrades before selling your home can significantly boost its appeal and perceived value. Simple actions like fresh interior paint, professional cleaning, and minor repairs instantly improve presentation and create a well-maintained feel. Thoughtful styling helps buyers emotionally connect with the space, while tidy landscaping and lighting upgrades enhance both first impressions and overall ambience. These strategic improvements can make a big difference without the risk of overcapitalising.





## Think Twice Before Spending On

Action	Why It May Not Pay Off
New appliances	Buyers don't always assign value to brand-new appliances—they expect them to be functional, not flashy.
Major kitchen or bathroom renovations	Expensive and time-consuming. Without a strategic plan, you may not recoup the cost.
Complete roof replacement	If your roof is functional, a clean-up or paint job might be more cost-effective than a full replacement.
Double glazing installation	Adds comfort and value but often doesn't deliver a full return on the installation cost unless part of a full renovation.
Elaborate reconfigurations	Knocking out walls or changing layouts should only be done if it clearly enhances buyer appeal and matches market expectations.



# Next Step for Your Property?

The hard work is behind you, and your home is now primed for the market. Your task now is to maintain the stellar presentation you've achieved for just a little while longer.

It's important to get everyone involved—make sure the entire household understands the importance of these final weeks. The market can be unpredictable, and an agent could request a viewing at any moment, so always be ready. By staying prepared, you'll ensure your home is always looking its best when the right buyer comes along.

If you're preparing to list, following these straightforward tips can make all the difference. The extra effort can easily translate to a higher sale price, turning a simple investment into a significant return.





# Powerful marketing tools

How to maximise your property's exposure



## Before we go to market

- ✓ Premium photography
- ✓ Professional drone photography
- ✓ Professional videography
- ✓ Floorplan
- ✓ Buyer data match

## Core marketing products

- ✓ Signboards
- ✓ Brochures
- ✓ Letter Box Drops

## Digital marketing platforms

- ✓ [queenstownlakesrealty.co.nz](http://queenstownlakesrealty.co.nz)
- ✓ [trademe.co.nz](http://trademe.co.nz)
- ✓ [realestate.co.nz](http://realestate.co.nz)
- ✓ [oneroof.co.nz](http://oneroof.co.nz)
- ✓ [homes.co.nz](http://homes.co.nz)
- ✓ [listglobally.com](http://listglobally.com)
- ✓ [realestate.com.au](http://realestate.com.au)
- ✓ Mass email & SMS database
- ✓ Social Media Boost

# Customised marketing tools catered for your property

Our sales experts are not required to hit advertising targets and therefore are able to create custom campaigns that are in the best interest of you, the client. Queenstown Lakes Realty has discounted marketing packages including signboards, brochures and photography. With Queenstown Lakes Realty, you receive online advertising on all major real estate portals.

- [queenstownlakesrealty.co.nz](https://queenstownlakesrealty.co.nz)
- [trademe.co.nz](https://trademe.co.nz)
- [realestate.co.nz](https://realestate.co.nz)
- [oneroof.co.nz](https://oneroof.co.nz)
- [homes.co.nz](https://homes.co.nz)
- [listglobally.com](https://listglobally.com)
- [realestate.com.au](https://realestate.com.au)



## Pricing Your Home

**Marketing with a price:** This gives buyers the flexibility to make conditional offers. Setting a realistic asking price is crucial and this will need to be determined in conjunction with your sales consultant.

**Marketing without a price:** A no-price strategy places a greater emphasis on the property and typically attracts a number of potential buyers, offering premium price opportunities and a higher rate of success within a shorter time frame. No-price marketing options include Auction, Deadline and By Negotiation.

# Why sell with us?

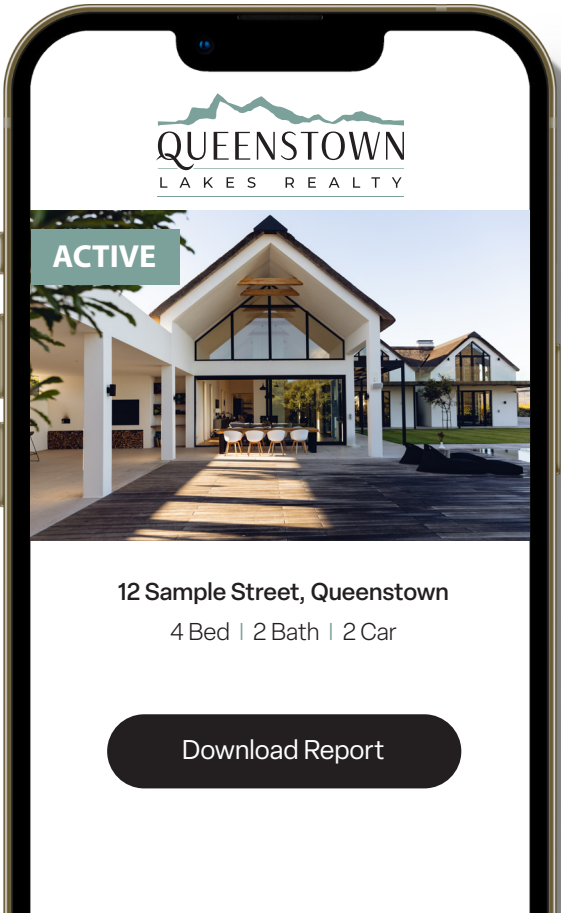
Queenstown Lakes Realty, offering premium services

	QLR	Other Agencies
24/7 Access to listing performance / stats	✓	Not all
Customised marketing packages based on your property	✓	X
Digital / Social Media marketing packages	✓	Not all
Professional head office team providing agent support	✓	Not all
Secure trust accounting system to prevent fraud	✓	X
In-house conveyancing for quick and simple settlement	✓	Not all
Free ads on 100 + international websites	✓	X

## 24/7 Access to your property's statistics

We've built the first modern real estate platform, pairing top talent with technology to make the selling experience intelligent and seamless.

- ✓ View property campaign results instantly
- ✓ Track enquiries and open home attendees
- ✓ View current or past offers
- ✓ Access your documents and invoices





# Plan your next move

| Position yourself to make the best offer

*What are your plans?*

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*Your ideal time frame?*

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*Any real estate concerns?*

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*What are your expectations of your Agent?*

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*Any past real estate experiences?*

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