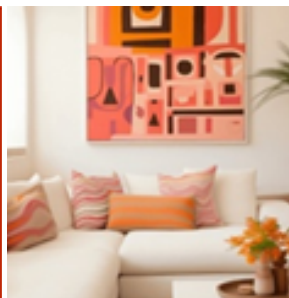


# A GUIDE TO SELLING YOUR HOME



the style cast

ELEVATE | INSPIRE | SELL WITH CONFIDENCE

WHEN A REALTOR  
AND STAGER UNITE,  
LISTINGS DON'T JUST  
SELL — THEY SHINE.  
FROM FIRST  
IMPRESSION TO  
FINAL OFFER, WE  
SECURE THE  
PREMIUM SALE PRICE  
YOU DESERVE!

**F**irst Impression (noun)

*Immediate emotional and visual  
response a potential buyer has the  
moment they view your home.*

*[syn: Initial opinion, Immediate reaction,  
Snap judgement]*



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Drive, Derrimut  
VIC 3026

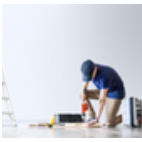
📷 @The.stylecast

**THE STYLECAST**

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🌐 www.thestylecast.com.au



## Dear Homeowner & Agents,

You've made the important decision to sell home — and you're looking forward to seeing that "SOLD" sign out front. But before that can happen, it's vital to make sure your property shines in today's competitive market.

That's where we come in.

At The Style Cast, we're a passionate home staging company with a fresh approach, a sharp eye for design, and a genuine commitment to making every space stand out. As a growing team, we pride ourselves on offering a highly personalized service — with meticulous attention to detail and a flair for creating spaces that buyers will remember.

We understand how critical first impressions are. From the initial consultation to the finishing touches, we work closely with you and your agent to transform your home into an inviting, memorable space that captures buyers' attention online and in person. Our focus is to highlight your property's best features and help it appeal to the right buyers — ensuring you get the best possible price.

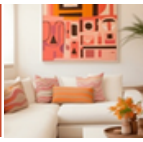
We recognize that every home is unique, and every seller has their own goals and timeline. That's why we tailor our approach, making sure every dollar you invest in staging delivers maximum impact.

We're dedicated to making your selling experience smoother, more rewarding, and more successful — one beautifully styled room at a time.

We'd be honoured to help you showcase your home at its best and play a part in achieving the result you deserve.

Warm regards,  
The Stylecast | Home Staging & Styling

Company Directors  
Sandy Dahiya  
Sue Varma  
Shabana Gulrajani



## Listing On 'Realestate.com.au' Alone Isn't Enough

**A**t The Stylecast - We LIFT THE VALUE of your property to appeal to every prospective buyer

According to National Key Statistics, buyers should know...

- **85% of staged homes** sell for more than their asking price with a 12% boost in sale price on average for staged homes
- **Staged homes sell 73% faster** than un-staged properties nationwide
- **Sell up to 2 weeks faster**—average time on market in Australia is ~30-32 days
- **5-15% return on staging investment**—with as little as \$3,000-4,000 spend yielding \$10,000-15,000 more in sale price
- **85-86% of buyers** say that staging makes it easier for them to visualize living in the home

**T**hese figures are growing every year as more sellers and agents recognize its benefits. Sellers and agents who want their homes.

In one survey,

**77%**

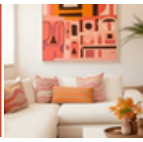
of buyer's agents said that they relied on staging to make it easier for their clients to visualize a home's potential

**B**uilding a Win-Win Partnership with a Home Staging Company

Any agent who has tried selling an empty or un-staged property knows how challenging it can be to help buyers picture themselves living there.

That's why more sellers - and their agents - are turning to professional staging to help their listings **stand out, attract more interest, and sell faster**. But if you're new to staging, or haven't yet found the right staging partner, it can be hard to know where to start.

In this guide, we'll walk you through the benefits of staging and show you how to build a strong, collaborative partnership with a home staging company — one that **delivers results** for both you and your clients.



# What is Home Staging?

Home staging is the **art of presenting a property at its best** — creating spaces that appeal to the widest range of buyers, help homes sell faster, and often for a higher price.

Today, staging can be done in collaboration with real estate agent, and a professional staging company like **Stylecast**.

## Key Property Criteria for Buyers

Location	Cannot be changed
Size	Difficult to change
Amenities	Can be changed/improved
Condition/ Appearance	Can be changed/improved

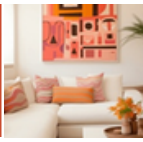
## The Role of a Home Stager

Stylecast mission is simple: **enhance a property's appeal** to drive more interest, higher offers, and a quicker sale. We do this by advising on:

- Furniture placement and layout
- Styling and décor that depersonalizes spaces
- Making rooms feel more inviting and accessible to buyers

Staging can be a delicate process. Selling a home is emotional, and suggesting changes can feel personal to owners. At Stylecast, we understand this, and approach every interaction with **empathy, tact, and professionalism**.

With the right guidance from both the agent and the stager, sellers can feel confident that these changes are a worthwhile investment — one that will help their property stand out in a competitive market and ultimately **maximize its value**.



## Why Stylecast?

According to the National Association of Realtors' Profile of Home Staging Report,

"Forty-nine percent of buyers' agents cited that

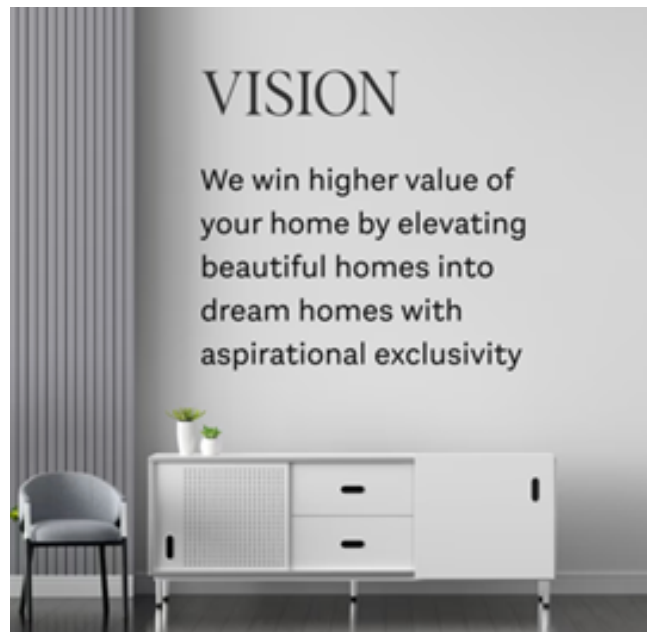
home Staging had an effect on  
most buyer's view of the home. ”

We are a close-knit team of passionate creatives, visionary producers, strategic thinkers, and skilled problem-solvers, dedicated to achieving outstanding results.

Our mission is to elevate property presentation through exclusive, style-driven staging that's purposefully designed to maximize value and accelerate sales.

Everything we do is rooted in our unwavering commitment to our PREP values.

- **Passion**
- **Respect**
- **Excellence**
- **Partnership**

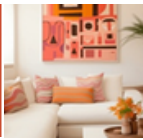


### AT THE STYLE CAST

We go beyond expectations to create emotional connections that captivate potential buyers

We don't just style homes; we craft experiences immersive environments where buyers can truly imagine themselves living their best life in your property. Our dynamic team thrives on being refreshingly different, not for the sake of standing out, but because we genuinely care about delivering extraordinary results

Whether you're looking for a complete transformation or simply need those perfect finishing touches, The Style Cast provides an affordable yet impactful uplift to maximize your home's selling potential and attract serious buyers



## Why Choose The Stylecast?



### THE VALUE WE BRING

## Why our client STAGE WITH THE STYLE CAST

### Economic Benefits

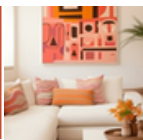
- Achieve higher sale price
- Generate quicker sale
- Reduce no. of days on the market
- Attract broad market of potential buyers

### Creative Outlook

- Exclusive décor and accessories
- Selected styles that speak
- Showcase lifestyle potential
- Creating emotional appeal and inspiration

### Team of Talented Style Smiths

- Highly experienced team
- Visionary producers
- Creating space perception
- Strategists and problem solvers

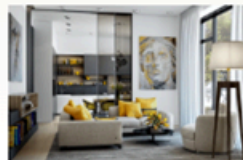


## Our Services - How We Transform Spaces To Sell

### FULL/PARTIAL PROPERTY STAGING



### STYLING AND INTERIOR DESIGN SERVICES



### COMPLETE HOME FURNISHING PACKAGES



### HOME RENOVATION SERVICES



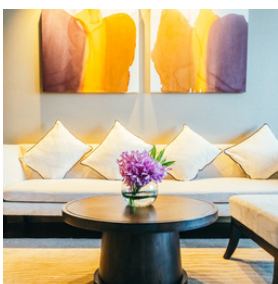
## Home Staging Packages: Making It Simple, Flexible, and Impactful

Here's a breakdown of the different ways our professional staging service can support your listings.



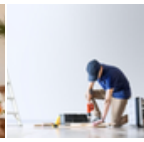
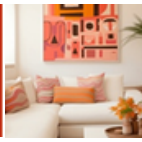
### **1. Full Home Staging**

Ideal for vacant or partially furnished properties, a full staging package showcases every space in its best light. By committing to a bundle of homes, agents can build trust and continuity with a staging partner — guaranteeing availability, consistency, and a seamless experience every time.



### **2. Individual Room Styling**

For homes where only certain spaces need attention — such as living rooms, bedrooms, or a dedicated office — a room-by-room package is a smart, cost-effective way to highlight a listing's best-selling features.



### **3. Mini Makeovers**

Sometimes, a home just needs a refresh. A mini makeover service uses the seller's existing furniture and décor, making smart adjustments to layout, removing clutter, and adding finishing touches. It's a quick and affordable way to give a listing that "styled" feel.



### **4. Lifestyle Packages**

For premium listings, a lifestyle staging package goes beyond simply making a space look attractive. It creates an aspirational experience for buyers — a kitchen that feels like it's ready for entertaining, a bathroom that mirrors a spa, or a home office that inspires productivity. It's about selling a vision of living in the home.



### **5. Photography Prep Packages**

The camera sees a space differently than the eye. This service focuses on fine-tuning spaces so that every photo — online or in marketing materials — captures a listing at its best, enticing buyers from their very first glance.

#### ***Pro Tip***

*Once you've settled on a staging package, **invest in professional photography.** The right images can dramatically extend the reach of your listing — making it stand out online, on social media, and within your client network.*



## What Our Clients Say

**T**HE STYLE CAST is incredible! They revitalized and styled our property quickly and worked seamlessly with our real estate agent to ensure everything was perfect. The results were astonishing—our home sold in just a few days, even before the first open inspection. We couldn't be happier with their efficiency and expertise!"

*Elaine*

**I** can't praise THE STYLE CAST team enough! They refreshed and styled our property with incredible speed while maintaining excellent communication with our real estate agent throughout. Their work was so impactful that our home sold within days—before the first open inspection! We're absolutely thrilled with the results and grateful for their expertise."

*Vicky D.*

**H**aving worked with THE STYLE CAST four times now, I'm continually amazed by their brilliance. Their staging work is simply outstanding—bringing vibrancy, warmth, and charm to every property. Their eye for detail and ability to create a welcoming atmosphere helps buyers imagine the true potential of a home. Beyond their talent, the team is friendly, reliable, and professional, and their competitive rates have consistently added value to our sales. I wouldn't hesitate to recommend them!

*Indy Rakkar*

**T**HE STYLE CAST transformed our home beautifully, blending our existing furniture with their own curated pieces to prepare it for sale. The result? Stunning! Our home sold within three weeks of listing, with every prospective buyer raving about the styling. We were so inspired by their work that we're carrying many of their ideas into our new home. The process was effortless thanks to their friendly and professional team. I can't recommend them enough—an exceptional return on investment!"

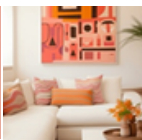
*Rocky Rana*

**W**orking with Sandy and his team has been nothing short of amazing. They're professional, efficient, and genuinely passionate about what they do. If you're looking to give your home the ultimate 'wow' factor, I can't recommend their services enough!"

*Krishey*

**T**he Stylecast team just wowed us!! That was my immediate reaction when I stepped into our property after THE STYLE CAST had staged it. The transformation was breathtaking. They managed the entire process effortlessly, handling every detail with care and even calling to confirm when the staging was complete. If you're considering styling your property, stop looking—THE STYLE CAST is the team you need!"

*Virender K.*



## Home Staging FAQs — Unlocking The Full Value Of Your Home

### 1. Why should I stage my home before selling?

Staged homes consistently:

- Sell faster
- Attract higher offers
- Stand out in listings and inspections

Buyer's form opinions within seconds — staging ensures your home makes an unforgettable first impression.

***In today's market, presentation is everything. Staging turns "for sale" into "sold."***

### 2. Is staging worth the investment?

Yes — absolutely. Studies show that staged properties can sell for **5-15% more** than upstaged homes. The cost of staging is minimal compared to the potential increase in sale price.

***Staging is not an expense — it's a strategic investment in your biggest asset.***

### 3. How does home staging help online listings?

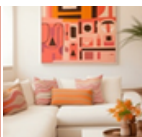
Most buyers start their search online. Professionally staged homes photograph beautifully and generate more clicks, enquiries, and inspections.

***In a scroll-heavy world, staging grabs attention and stops thumbs.***

### 4. Does staging work in any market?

Yes — whether it's a buyer's or seller's market, staging helps your property stand out from the competition and connect with serious buyers.

***Regardless of market conditions, staged homes consistently outperform.***



## 5. Can staging help with an empty home?

Definitely. Empty homes feel cold and uninspiring. Staging gives each room context, scale, and warmth — helping buyers imagine how they'd live in the space.

***Staging turns empty rooms into irresistible living spaces.***

## 6. Do I have to stage the entire house?

Not necessarily. We offer flexible packages, from partial staging (key areas like living, dining, and master bedroom) to full-home transformations. We tailor it to your needs and budget.

***Strategic staging focuses on the spaces that matter most to buyers.***

## 7. How long does staging take?

We typically complete staging within 1-2 days. After a short consultation, we manage everything from styling to setup — making the process smooth and stress-free.

***Quick turnaround. Long-lasting impact.***

## 8. Can I live in my home while it's staged?

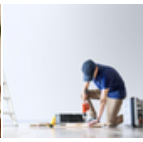
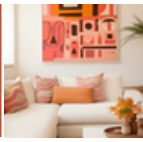
Yes, we offer lived-in staging consultations as well — blending your existing furniture with styling enhancements. If the property is vacant, we fully furnish for visual impact.

***Whether lived-in or empty, we create a space that sells.***

## 9. How do I get started?

Simply book a free consultation. We'll assess your property, recommend the best staging approach, and provide a tailored quote.

***Let's maximise your sale. Book your staging consult today.***



# Conclusion

If you're looking to grow your properties, look no further. Our team welcomes the opportunity to work alongside you to deliver and exceed the expectations.

**We provide high quality home staging and styling services in the Melbourne metropolitan and beyond.**

***"Let us transform your space into a captivating, market-ready masterpiece."***



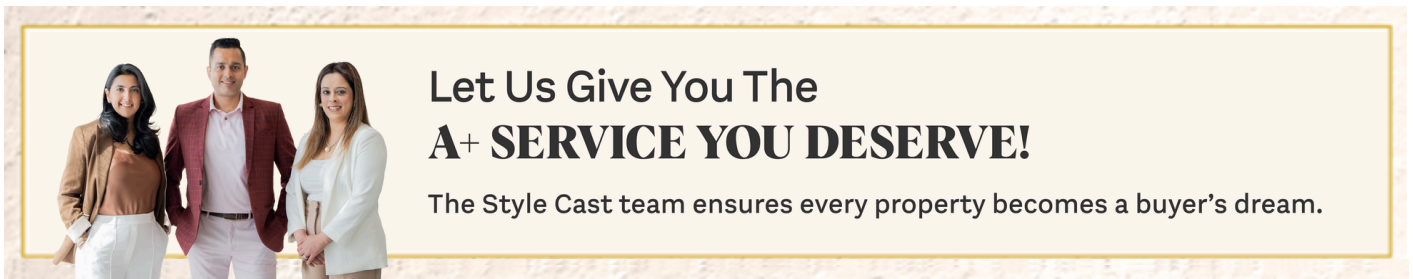
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