

Plant staging to increase the appeal of your rental property to sell or attract new tenants

In this uncertain market maximising the appeal of your home is essential.

Mobile Garden's director, Tanya Ibbetson has expanded her interior and exterior plant and garden staging to the rental market.

We thought to offer a rental package to property owners to bring in planters, trees and troughs for a 24-hour period for photography to advertise the rental home and attract quality tenants.

Mobile Gardens exterior and interior home staging business' focus was mainly on the residential property market. Ibbetson goes for an initial quotation to discuss what is needed to add appeal to the home and garden. The area is photographed, and a quotation is then sent with pictures of the plants (indoor outdoor) troughs, planters and outdoor furniture (if required). When the quotation is accepted the property is staged with the "new look" the day before photography.

The hire for residential sales is a five-week minimum with the property being maintained and watered weekly.

Instead of getting an often costly landscaper to transform a garden before putting it on the market (or rent) the Mobile Gardens owner said she can do it for a fraction of the price.

The key to a good-looking garden Ibbetson said was keeping it simple by creating clean lines.

With the large number of apartments in Auckland, Mobile Gardens is increasingly getting called on to stage their small balconies by using a double trough and hedge.

Benefits of home staging interior and exterior

The property looks more desirable in photographs for the advertising campaign so more people will view the property on the Internet and thus attend the open home.

First impressions of the property, well presented leave a positive emotion associated with the home, attracting more potential buyers to view and ultimately purchase the property.

Well presented homes are known to sell much faster and reduce extra cost of advertising.

Harcourts Greenhithe agent Leigh Mosley said having a good outside setting is just as important as the inside and takes away any negatives. Mosley said staging inside and out gave buyers no excuse not to buy.







