

SELL IN STYLE

# Your Essential Guide for Selling Before Christmas



Styling to inspire. Staging for results  
[www.sellinstyle.com.au](http://www.sellinstyle.com.au)



INTRODUCTION

# Christmas is coming, and so are motivated buyers

Every spring, Brisbane's property market surges with buyers hoping to settle before the holidays. But with just weeks to go, presentation becomes the deal-maker.

**Problem:**

Rushed listings and cluttered homes often miss their chance to shine in this peak window.

**Solution:**

That's where staging comes in. With the right strategy, you can attract the right buyers and sell before the tree goes up.



Buyers are motivated by the holiday deadline, but the market is competitive, stressful, and unforgiving. Success requires an immediate, high-impact strategy.

This guide provides the critical steps and the ultimate solution to ensure your listings sell fast and at a premium price.

*- Sell in Style*

# Why Staging Before Christmas Works

## The Secret Behind Pre-Holiday Sales Success.

- **Emotional Connection:** The festive season heightens emotion, staged homes feel more inviting and “ready to live in.”
- **Market Momentum:** Buyers want to settle before the break. You’re selling into urgency.
- **Visual Impact:** Natural light enhances staged interiors for standout listing photos.
- **Less Competition:** Beat the January rush and attract serious buyers now.

“In Brisbane, staged homes sell faster and often achieve stronger offers, especially before Christmas.”



# Achieving Great Results This Season

**Achieving a premium price in the end of year rush requires more than just furniture. It requires an understanding of the current Brisbane buyer's summer mindset.**



## **Maximise Light and Airflow**

Use sheer or light-filtering curtains to amplify the stunning Queensland light. Ensure all windows are spotless and introduce large mirrors to reflect light and expand the sense of space. Avoid heavy textures or dark colours that feel 'hot' or heavy.

*Stage to connect the living space with its surroundings.*



## **Prioritise the Outdoors**

In Brisbane, the patio, deck, or verandah is the main event and must be staged as a functional extension of the living space. Use contemporary décor, crisp or natural seasonal colours, and stylish dining settings.

*Stage the ultimate summer entertaining dream.*



## **The Subtle Festive Touch**

Keep holiday decor minimal and sophisticated. Think an minimalistic wreath on the front door, or a simple bowl of neutral baubles. Avoid anything personal, religious, or overwhelming. The focus must remain squarely on the home, not the holiday.

*Stage to project the dream life of the buyer beyond the festive season.*

# Be Summer Ready with 10 Weeks of Home Staging



**YOUR ULTIMATE CAMPAIGN INSURANCE  
PAY FOR 4 WEEKS AND GET 10!  
JUST EFFORTLESS STAGING THROUGH CHRISTMAS  
FOR BOOKINGS MADE FOR NOVEMBER AND DECEMBER 2025.**

