COURIER-MAIL EDITORIAL

Goodger treatment inspires bidding frenzy

A $30,000 mini-makeover has made a $155,000 difference for the London-based owner of a Paddington home sold under the hammer on Friday by Judy Goodger Prestige – Ray White.

Eight registered bidders hotly contested the well-located property at 16 Wilden Street, originally appraised by Judy Goodger in the mid to high $600,000s.

Bidding opened at $600,000 and continued feverishly up to $800,000, after which three serious bidders drove the final price up $835,000 when the property sold under the hammer – an 18% increase on pre-makeover expectations.

A Dubai-based couple represented by a parent and a local Paddington couple were narrowly outbid by the property's new owner - a young Singaporean family who have been renting in Toowong.

"We had recommended that the vendor commission a mini-makeover because the home had been rented out for several years and was looking tired and lacklustre," Ms Goodger said.

"Because the vendor was overseas, our office coordinated the entire makeover project, organising painting, new carpet, gardening work and a complete re-styling with hire furniture.

"The results were amazing. The vendor couldn't believe the difference we'd made and her limited spend has translated into a $155,000 difference to the original projected sales price."

Ms Goodger said home presentation was critical to sales success, contributing an average 15%-20% difference to bottomline results and often much more for high-end prestige properties.

"Fortunately this is something I love to do. Many people aren't sure about the best way to present their home and want advice about improving presentation without over-capitalising – that is a service my office loves to provide," she said.

"Sometimes just a few little touches can make a world of difference – the arrangement of cushions, the placement of lamps – and sometimes considerably more is needed.

"Whether your home is worth $800,000 or $8 million, it pays to get sound advice from a market expert."