ORGANICALLY STYLED

PROPERTY STAGING



Creating styled spaces that showcase your home

CLIENT HANDBOOK

A considered first impression

A clear guide to working together

Thank you for considering Organically Styled. We create warm, refined interiors that help buyers connect emotionally with a property and visualise how they themselves could live there.



Our approach

Organic. Refined. Timeless.

We balance the character of your home with a calm, market-aware design direction. Every room and space is edited with purpose to create a cohesive flow throughout the property.

This handbook explains why styling matters, which service may suit your property, what to expect at each stage, how to prepare, pricing and the payment options available.

Why style for sale

Professional property styling isn't just about making a place look pretty. It's to.....

1 CREATE CONNECTION

A warm, inviting space makes it much easier for buyers to imagine themselves living there. Most people find it hard to picture themselves in an empty or cluttered home. In fact, some industry estimates suggest only 25% of buyers can visualise an unstyled house as their own.

2 SHOW SCALE AND PURPOSE

Furniture helps buyers understand the size of each room and how the space can actually be used. Something as simple as arranging the right furniture to add an extra living area could set your house apart from others on the market.

4 FOCUS ATTENTION

Thoughtful placement of furniture and accessories draws the eye to the best features of the home and quietly reduces any distractions.

A stronger sales presentation

3 PHOTOGRAPHY + VIDEOGRAPHY

A cohesive palette and considered styling help listing images feel luxe and inviting. Remember, this is the real first impression for buyers and more attention to your marketing can mean more buyers through the door.

5 BUILD CONFIDENCE

A well-presented home sends a clear signal that the property has been cared for and maintained. That sense of care helps buyers feel more confident about taking the next step or negotiating higher.

6 THE STATS - DID YOU KNOW?

Industry case studies suggest professional presentation can boost a home's value by up to 12% - potentially an additional $90,000 on a property valued at $750,000. Styled properties may also sell 30% to 50% faster than unstaged alternatives.

Results vary by property, market and campaign.

Before and after

Bedroom



BEFORE



AFTER

Before and after

Lounge



BEFORE



AFTER

Before and after

Living and dining area



BEFORE



AFTER

Full property styling

A complete presentation for vacant homes.



This option is for vacant properties and ensures an impactful statement for your campaign. We furnish and style using our curated furniture, artwork, décor and accessories to create a cohesive and inviting home for buyers. We also offer additions to suit different-sized homes and backyards; this is considered in your personalised quote.

PRICING GUIDE

Includes one living area (unless stated), dining, kitchen, bathroom, laundry and outdoor dining.

1 Bed Studio	$4,250
2 Bed	$4,750
3 Bed	$5,250
4 Bed, 2 Living	$6,750

Packages are based on a standard 6-week hire period and include GST. A tailored quote follows an in-home or video consultation. Five or more bedrooms are quote based. Current as at 01 October 2026.

Partial staging

Maximum impact across the rooms buyers see first.



This package maximises appeal while keeping costs down. We style the main areas of the house, generally the kitchen, dining, lounge, a bedroom (usually the master) and an outdoor dining area. These areas help accentuate the home's features and allow your marketing campaign to capture appealing imagery for strong first impressions, while also creating a welcoming feeling on inspection.

PRICING GUIDE | POA

Pricing varies and is determined during the on-site or video consultation. A detailed quote is then provided for a standard six-week hire.

Integrated styling

A cohesive result using what already works.



For owner-occupied homes that already have pieces complementing the style and feel of the property. We reposition and incorporate furniture and accessories to create a cohesive result with a natural flow throughout, helping the home appeal to a broader market.

PRICING GUIDE | POA

Pricing varies based on the client's furniture used, as discussed and determined during the on-site consultation. A detailed quote is then provided for a standard six-week hire.

Rental property styling

Styling with AI



AI STYLED | TO PRESERVE THE TENANTS' PRIVACY

We recommend only using AI for a tenanted property as it helps to showcase your investment whilst preserving your tenants' privacy. This allows your marketing campaign to begin while tenants remain in place. We style the property using furniture selections that suit the style of your house, helping buyers see its potential - whether as an investment or a home for themselves. A disclosure will need to be placed on marketing photos to let buyers know that the images have been AI styled to preserve the tenants' privacy.

PRICING GUIDE | THIS SERVICE IS SOON TO BE OFFERED

Payment options

Choose the approach that suits you

1 BANK TRANSFER

A deposit secures the booking. The deposit amount, due date and final-balance date will be shown in your proposal and invoice. Please use the invoice reference when paying by bank transfer.

2 CREDIT CARD

Coming soon.

3 ELEPAY - STYLE NOW, PAY LATER

Eligible property owners may apply to defer approved property-styling costs through Elepay. Applications, approval, fees, limits and repayment arrangements are managed by Elepay and are subject to its current terms and conditions. Elepay may also offer finance for maintenance or installations you wish to undertake to become sale ready.

IMPORTANT Your styling booking is confirmed only when the required agreement and payment arrangement have been completed. Elepay is a separate finance provider; Organically Styled does not determine approval or lending terms.

Consultation to quote

Here's how we bring it all together.

1 FREE CONSULTATION

We offer a property visit or video consultation to chat about the layout, proposed dates, what we do and how the styling and installation takes place, while answering any questions you may have. We also make recommendations to help you bring everything together and complement your sale. If needed, we photograph and measure areas of the home.

2 DETAILED QUOTE

We provide a proposal outlining what we discussed during the consultation, including the hire period, fees and payment options.

Booking to installation

Your home, thoughtfully prepared.

3 BOOKING

Once you have approved the quote and paid the deposit, we contact you to set an installation date so we can begin allocating and collecting pieces to style your home. We follow up with a booking-confirmation email and a list of our trusted trades should you need assistance before installation day.

2 BEFORE INSTALLATION

We highly recommend decluttering and packing personal items, completing any repairs or installations, and arranging a bond clean inside and out. This allows photography to proceed close to the installation date, preserves your hire period and presents your home at its best to buyers.

Installation to collection

Beautifully styled, managed with ease.

4 INSTALLATION DAY

Our team installs all furniture and decor, arranging and styling as we go, leaving you with a photo-ready property to start your marketing campaign.

5 EXTENSIONS

We all have great intentions when it comes to expectations and timelines outside of our control. Should you require more time, simply contact us before the hire period ends to ensure availability.

*Extensions may incur additional fees.

6 COLLECTION

Congratulations, you have sold! We contact you to arrange a collection date and ask that the property is accessible and all hired items are ready for removal.

A few helpful answers

Can we keep some of our furniture?

Yes. Integrated styling is designed to incorporate suitable existing pieces with our selected items to create a cohesive flow throughout.

Can the furniture be purchased with the house?

Yes, some or all pieces may be able to be purchased. We can arrange for an invoice to be supplied to the agent for the buyer or yourself if you are also interested.

Can the styling be changed after installation?

Please speak with us before moving or changing the scheme. The installation is composed as a complete presentation.

What if the campaign runs longer?

Contact us before the hire period ends. An extension may be arranged subject to availability and additional fees.

What happens if something is damaged?

Tell us promptly. Responsibility and any applicable replacement or repair costs are handled under the signed agreement.

A few more helpful answers

What trade contacts do you have to help with getting sale ready?

We have utilised local trades on our own selling journey and are happy to share contacts for gardening and mowing, soft washing, bond cleaning, handyman jobs, plastering, painting, electrical work, removalists, and rubbish or donation collection. We can also source recommendations for other trades, such as plumbing and building.

How do we use Elepay?

Let us know before approving the quote and payment is due. We will provide the relevant pathway; you then apply directly with Elepay and accept its terms if approved. You can also discuss with them financing other maintenance or installations you wish to undertake to become sale ready.





First impressions start here

Styling in the Toowoomba region

CONTACT ORGANICALLY STYLED

hello@organicallystyled.com.au

0438 364 197

www.organicallystyled.com.au

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