



15 Years Property Styling/Staging Business For Sale SV1596

Price	$150,000
Property Type	Business
Property ID	570

After 15 years of styling homes across Premium Inner Melbourne Suburbs, the owner is stepping back and offering this well-known property styling business for sale.

This is a genuine turnkey opportunity. You are not starting from scratch. You are walking into a business with established real estate agent relationships, a warehouse full of quality furniture/inventory, proven systems, and a reputation that has been built job by job over more than a decade. The phone rings because agents already know and trust the name.

Business Highlights

- 15 years established with a strong and loyal agent referral network in Melbourne's inner suburbs
- Revenue of over $342,000 in FY2025
- Nearly $500,000 worth of styling inventory at cost, all fully owned
- Capacity to style up to 50 properties at any one time
- Over 130 properties styled every year

Agent Details

Vito Shtohrin - 0405 575 777
Serge Tsundra - 0434 450 784

Office Details

Victorian Brokers
1147 Glen Huntly Rd Glen Huntly
VIC 3163 Australia
03 9918 6739

VIC Brokers
Business, Commercial & Real Estate

– Logistics fully outsourced to professional removalists

– Asking price of $150,000 inclusive of all assets, goodwill, and business name

WHAT MAKES THIS BUSINESS DIFFERENT

Property styling is a competitive space in Melbourne and there are plenty of operators working from home with hired furniture. What sets us apart is the combination of things that take years to build and cannot be replicated overnight.

First, the agent relationships. Over 15 years, the business has earned the trust of local agents who call us because they know the job will be done properly and quickly. When an agent says they need a property styled in 10 days, this business delivers. That kind of reliability takes years to prove and it is the single biggest reason agents keep coming back.

Second, the inventory. The business fully owns all of its furniture, artwork, decor, rugs, and soft furnishings. There are no hire costs eating into margins. Everything is curated, maintained, and ready to go from the warehouse. A competitor starting from scratch would need to spend close to half a million dollars to put together a comparable inventory.

Third, the systems. Every installation is photographically documented. Every piece is tracked from the warehouse to the property and back again. Stock control, quoting, scheduling, and client communication all run through established processes. This is not a side hustle that needs to be professionalised. It is already there.

ROOM TO GROW

The business currently generates all of its leads through direct agent referrals with no active marketing spend. There is significant upside available to a new owner who invests in the areas the current operation has not explored.

– Social media and digital marketing through Instagram, Facebook, and Google Ads targeting vendors and agents

– Introducing a modest agent referral incentive to increase job volume in competitive areas

– Hiring out furniture to other stylists who do not own their own stock, creating a secondary revenue stream from existing assets

– Expanding into Airbnb and short-term rental styling, display suites, and commercial fitouts

– Targeting vendors directly through letterbox drops, conveyancer partnerships, and open home networking

– Establishing satellite storage in regional centres to reduce logistics costs on regional jobs

THE OPPORTUNITY

Businesses like this do not come up often. Property styling is a growing sector tied directly to the real estate market, and the barriers to entry at this level are high. Building the agent relationships, accumulating the inventory, and establishing the systems from scratch would take years and cost significantly more than the asking price.

The vendor is genuinely ready to hand this over to someone who will carry it forward. Full training and a supported transition period are on the table. This is a going concern sale, which means no GST is payable on the purchase price.

If this sounds like the right fit, get in touch. We will send you the Confidentiality Agreement and from there you will receive the full Information Memorandum with detailed financials and everything you need to make an informed decision.

The above information provided has been furnished to us by the vendor/s. We have not verified whether or not that information is accurate and do not have any belief in one way or the other in its accuracy. We do not accept any responsibility to any person for its accuracy and do no more than pass it on. All interested parties should make and rely upon their own inquiries in order to determine whether or not this information is in fact accurate.