

Getting your Home Ready to Sell

Renovating before selling can help in certain situations, but renovating isn't always necessary to make the most of your home sale. If you aren't sure which updates are best for you, keep it simple or better yet, talk



to thePLJGroup.com, your real estate professionals. Ask us which updates will add the most value to your home. Unfortunately, not all home renovations pay for themselves...In fact, the average amount recouped for home remodeling projects is on the decline. According to a survey by *Remodeling Magazine*, (of real estate professionals') full remodels return under 60%, while a minor remodel or upgrade returns 86% (*these are averages, there are many factors involved*)

So, most renovations and remodels do not return a profit. Not only do they cost you, but there is time put in to both planning and actual building. ***Put them in for your own enjoyment and use them...*** However when selling, minor updates in bathrooms (new low flow toilet and vanity) or kitchen (counter tops and new stainless-steel appliances) do have a high ROI, in the 80% range...Decks return in the 76% range. The best return on investment is adding hardwood floors (106%).

For the average seller Fixing up is far more practical and yields the best Return on your time and investment. That does not mean that if your roof is 30 years old and is leaking that you should not put a new one on...no matter how nice your kitchens and baths look, a musty damp basement or a bad roof will not be overlooked!

Most buyers want a move in ready home. They expect to buy a home that has a good roof, decent mechanicals, enough room for their family, and is not terrible dated. So, fix or replace those things that you already have, look at your home through a buyer's eyes!

Crank up the curb appeal: Look at your lawn, rake leaves and trim overgrown shrubs, do they block windows or the path to your front door?...***If a buyer pulls up and you do not look appealing, they just move on!***

Paint: Lighten up your home with natural tones and a neutral dose of style, ***Remember, Less is More!*** A fresh coat of neutral paint (***almost always pays for itself!!***) will make your home appear larger, brighter and more attractive to potential buyers. ***And a fresh coat of paint smells great!***



Make Repairs: Fix things like leaky faucets and sticky cabinets, doors, drawers. and replace old screens. They may seem insignificant, but ***minor repairs add up in the mind of a potential buyer.*** Install new filters in your heating system. You don't want to give them any reason not to put in an offer.

Rearrange and De-Clutter: Make sure your furniture placement allows for easy traffic flow and shows the purpose of each room. If you have too much furniture, stack it in the basement/garage, or rent a portable storage device to hold things until you are ready to move into your new place. If you don't have enough furniture, borrow or rent.

Pack Up: Pack up your personal photos and portraits. The less clutter and knick-knacks you have lying around, the more potential buyers will be able to see your home and what it has to offer. *Buyers want to imagine their stuff in your space!* Plus, getting a head start on packing will eliminate some stress down the road.

Organize: When your house is organized, buyers envision living a stress-free life in your home.

Clean: Every inch of your house, and don't forget to make your windows and floors sparkle, if you have

hardwood floors, consider having them refinished. If your carpet appears old and stained, replace it (*unless you have hardwood under*) Deep cleaning is essential, and clean homes smell great too!

Lighten up Let the sun shine in, and turn on the lights. Open all blinds or curtains, and make sure the house is well lit. Remove heavy drapes and window treatments.

Temperature Be sure potential buyers are comfortable when touring your home. Make sure

you're A/C is on in the heat, and your heat is on in the cold.



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