

DOES YOUR PROPERTY NEED WORK TO SELL IT...BUT YOU DON'T WANT TO INVEST TIME OR MONEY? Clients often ask me if it's worth the inconvenience and investment to make improvements prior to selling their home.

*"Should I invest time and money into my home in order to sell it?"*

As agents, *our job is to maximize your sales price* so the funds you receive upon closing are as high as possible and offset the costs of selling. In my 17 years of experience, ANY type of improvement no matter how small is one step closer to a higher sales price. Effort shows pride and care of the property. The better a house shows, the more likely it will sell faster, at asking price...or higher!

Many or, if I may say most, homes in Point Loma need *some* work prior to selling. However, many sellers don't have the time or want to invest more money into a property that soon will belong to someone new. The question is, "Are you leaving money on the table if you sell 'as is'?" Chances are "most likely". So, there are many levels of improvements - all guaranteed to get more views from potential buyers and likely to get you a higher price. Start small...then go from there! Here's how...

# THE MCCURDY MINUTE

## Real Estate Topics Everyone Can Relate To



**DECLUTTER** | Having a history as sales manager for one of the country's largest new home builders, I learned very quickly that buyers struggle with visualizing themselves in homes that are at two extremes: 1) empty or 2) cluttered. Simple homes present themselves as more elegant, neutral, and functional. Buyers can see how the space is used, but not be distracted by piles of paper, toys, books or picture frames filling walls and shelves.

**STAGING** | Staging plays an integral role in how buyers view the livability and flow of a space. Empty or outdated decor can make buyers feel overwhelmed. They need to see themselves in the space. Unfurnished rooms also appear smaller than actual size which could deter a buyer simply because they don't "think" the beds or couch will fit.

**LIGHT LANDSCAPE** | Trimmed bushes, laced trees, or simply a few bright flowers

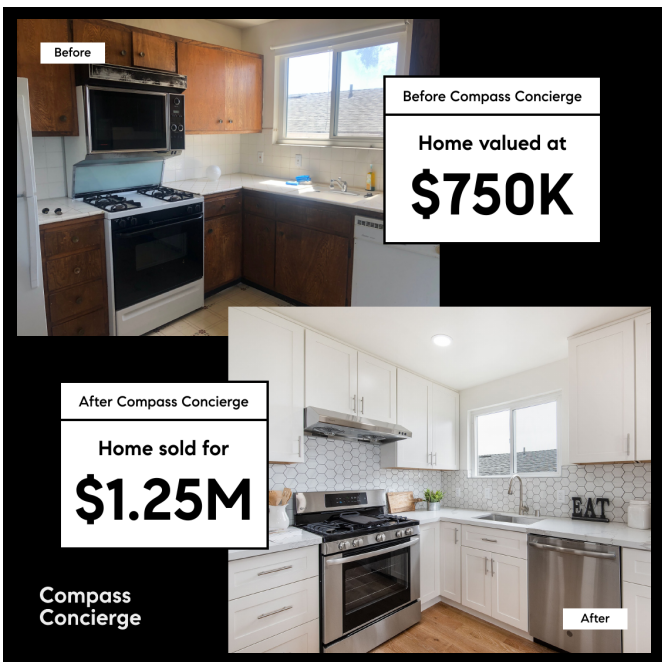
in the yard are cost effective, magical ways to create instant curb appeal. If you can impress a buyer on the way up to the front door, chances are they will see more potential in your home.

**LIGHT REPAIRS & IMPROVEMENTS** | Before closing escrow, buyers submit what's called a "request for repairs". If you know your home needs dry rot or a few shingles on the roof replaced, it's worth doing the work *before* putting the house on the market. Simple fixes can prevent a potentially longer list of repairs that can slow down the process and cost money you are not prepared to spend. While you are at it, a new coat of paint on the walls to freshen up a room or brighten the baseboards can wow potential buyers!

**REMODEL** | Remodeling can be costly. However, if you invest \$5k, \$15k, or \$40k to update a kitchen or bathrooms that results in a sales price \$100k higher, it's worth consideration.

We hope this article was helpful in your real estate education. If you or someone you know has questions about real estate, please reach out.

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