Renovations that Sell:

A Practical Guide for Ontario Realtors



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HOME CREATORS RENOVATIONS



Introduction

This eBook was created specifically for you, a real estate professional, to better understand renovations — not from a design trend perspective, but from a practical, value-driven, and resale-focused point of view.

Inside, you'll find insights to help you confidently guide buyers and sellers, identify renovation opportunities, and add even more value to your client relationships in today's evolving market.

Meet the Contractor



I’m Andre Rocha, founder of Home Creators Renovations, a licensed and insured renovation company serving Halton and Waterloo Regions, and the GTA.

I graduated as a civil engineer, with early career experience in Brazil working on large-scale infrastructure and residential projects.

After moving to Canada, I worked hands-on for several renovation companies across Ontario, where I became a skilled carpenter and handyman, gaining deep, practical knowledge of how homes are actually built — and renovated — here.

That combination of engineering, hands-on construction, and real-world renovation experience led me to start Home Creators Renovations.

Andre Rocha

Chapter One

How Renovations Boost Value in a Challenging Market



We know renovations become a powerful differentiator in a slower or more competitive market. Buyers and homeowners today are more cautious, price-sensitive and less willing to take on unknown renovation risks.

We agree that well done renovations can:

- Increase perceived value
- Reduce time on market
- Attract stronger offers
- Help buyers visualize the home's potential

But newly done is not the same as professionally done. That's where your knowledge is necessary in order to help clients select the right projects to increase their home value.

> “The feedback we had from buyers was that if it wasn’t for the main floor renovation recently done, our house would be just another one for sale in the neighbourhood. But that was the differentiator that helped us sell in this competitive market.” - K.D., 2025

Even modest upgrades — when done strategically — can dramatically change how a home shows, photographs, and appraises.



Main Floor Renovation - Before photo



Main Floor Renovation - After photo

Chapter Two

The Most Valuable Renovations for Resale

Not all renovations deliver the same return. Based on real projects and market feedback, these are consistently the highest-impact upgrades:

Kitchens

- Updated cabinetry, countertops, and lighting
- Open layouts and islands
- Neutral, timeless finishes

Bathrooms

- Walk-in showers
- Modern tile and fixtures
- Improved layouts and storage

Open-Concept Main Floors

- Removing non-load-bearing or engineered load-bearing walls
- Improving flow, light, and sightlines

Flooring & Lighting

- Consistent flooring throughout
- Recessed lighting and upgraded fixtures

Legal Basements & Income Suites

- Major value driver in Ontario
- Appeals to investors and multi-generational families

Chapter Three

How to Select a Reliable Contractor

A renovation is only as good as the contractor behind it. Not all real estate agents are the same, the same applies here; not all contractors are equal. Encourage clients to look for:

A Professional Website:

- Clear services
- Transparent messaging
- Local presence

Reviews & Reputation:

- Google Reviews
- BBB / Homestars / Houzz
- Consistent feedback over time

A Strong Portfolio:

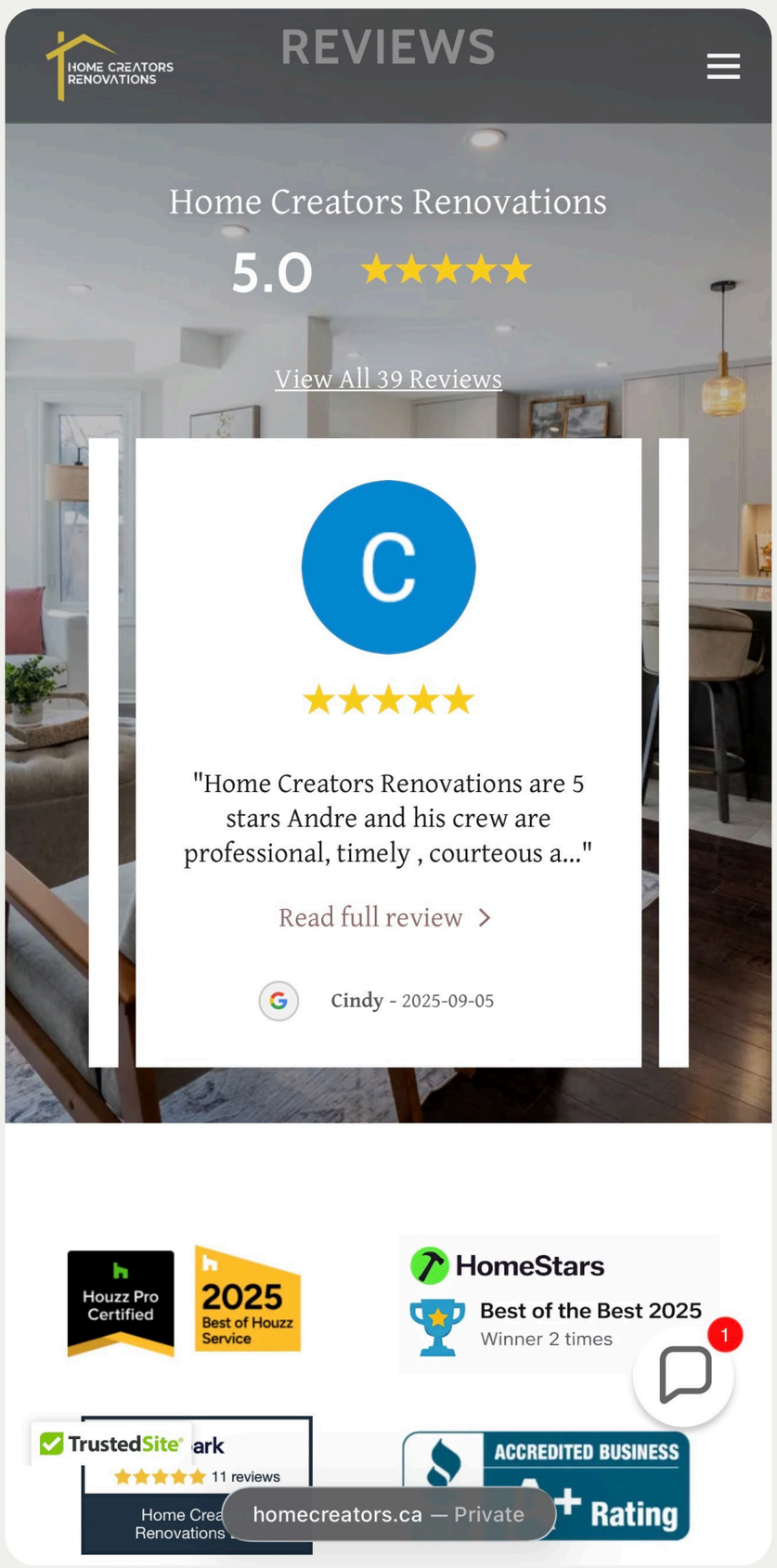
- Real project photos
- Similar homes and scopes
- Quality finishing details

Proper Licensing & Insurance:

- WSIB
- Liability insurance
- Building code knowledge

The Red Flags:

- Extremely low pricing
- No written contracts
- Vague timelines or allowances



Chapter Four

Helping Buyers Consider Fixer-Upper Properties

Many buyers walk away from great properties simply because they don't understand renovation processes or costs. As an agent, you can add huge value by:

- Contacting a contractor early
- Getting ballpark estimates
- Explaining renovation timelines
- Helping buyers budget realistically

This turns fear into confidence and opportunity. A quick professional walkthrough can help answer:

- What's cosmetic vs structural
- What's required vs optional

I'm always available to connect with agent partners, even after a showing, to help clarify renovation questions, walk through potential concerns, and offer preliminary budget guidance to support informed decision-making.



Chapter Five

Getting Started: How to Fund your Renovations

Many buyers don’t realize they have multiple financing options:

Refinance or Equity Take-Out

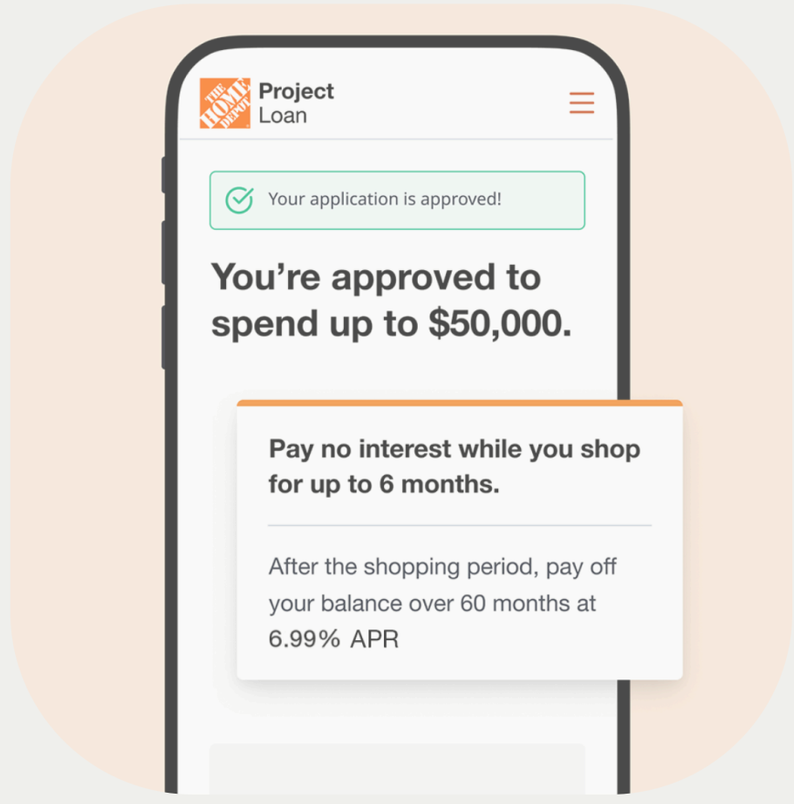
- Access built-up home equity
- Often lowest interest rates

Purchase + Improvement Mortgages

- Combine renovation costs into the mortgage

Project or Renovation Loans

- Offered by many Canadian lenders
- Useful for staged renovations



Having a contractor provide clear estimates makes lender approvals smoother and faster.



Let's support your clients together

Thank you for taking the time to review this guide. It was created to support real estate professionals with practical renovation insight that helps clients feel informed and confident when navigating buying or selling decisions.

At Home Creators Renovations, we work closely with real estate agents to help clients better understand renovation potential, evaluate scope realistically, and move forward with clarity — whether that means planning future improvements or simply answering questions after a showing.

I'm always happy to connect, walk a property, or have a quick conversation if renovation questions come up.

Looking forward to chatting with you.

Andre Rocha

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