



YOUR HOME SOLD GUARANTEED OR I'LL BUY IT!

(conditions apply)

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Improving Your Home Before Selling

Should you improve your home before selling?

“Buyers decide in the first eight seconds of seeing a home if they are interested in buying it. Get out of your car, walk in their shoes and see what they see within the first eight seconds”

--- Barbara Corcoran

You're getting ready to put your house on the market and you wonder, "Could I get more money if I upgraded my finishes before selling?" With the extra value you add you might be able to pay for the upgrades and even have some additional profit left over for yourself. Updated homes don't just sell for more money, they also sell faster. Tastefully updated homes that are priced right often have multiple buyers competing to buy the home, driving the price even higher. What upgrades are worth doing? How can you decide? Consult the experts. Sacramento area Realtors and fix-and-flip investors have recently come together to create a free report detailing the benefits and drawbacks of doing upgrades to sell.

Which upgrades should you make?

Cleaning & Decluttering Lets start with some of the less expensive options. Deep cleaning and decluttering makes a strong impact! A dirty or grungy home gives the impression of lack of care and maintenance to buyers. Don't forget that clearing out closets and other storage areas will help your home appear roomier and make it easier for others to picture themselves living in your home. If you've never sold a house before, you might be surprised by how bold buyers are. They will dig through your drawers, cabinets & closets to see how much storage is available. Also, check for any loose drawers, hardware, or shelving so buyers don't wonder what else might be amiss. While this update may not directly increase the value of your home, it is the easiest thing to do before putting a house on the market that will help speed up the sale.

Landscaping The front of your home is the first thing potential buyers see. Improve your first impression by adding low maintenance curb appeal with attractive landscaping. If your budget doesn't allow improvements, then hire a landscaper to give your front yard a once-over clean up, or just enhance the details yourself (e.g., edge the lawn, plant flowers). Update the outdoor furniture and replace your welcome mat with a new one. Small changes have big impact! While we are looking at first impressions, you can also improve your first impression by painting your front door or replacing it with a new one. A brightly colored front door will make your home more memorable. Some buyers believe buying a house with a red front door is lucky.

Painting Not sure what to update to sell your home more easily? A simple coat of paint in a neutral shade is a great place to start. This update can be completed without a huge investment of time or money. By removing any bright accent walls or dark colors your home will be more appealing to more buyers. Lighter and neutral colors are preferred when selling because they tend to appeal to most people, and we are trying to sell a buyer on visualizing their belongings & living in your home.

Functionality Go through your home and make sure everything works as it should – from the small things like doorknobs and locks to bigger stuff like your garage door. If you have leaking faucets or clogged drains, make the repairs before listing your home. Check all your appliances, heating & air systems to make sure they are in proper working condition, as these items will come up on a home inspection. Everything doesn't have to be new for a home to be desirable to buyers, but all the functional aspects of the home must be in good working order to fetch the best price. A few broken components are all it takes to start driving the price down, so get them fixed.

Update Lighting Replacing lighting throughout your house can be a simple update for a small investment, but it can make a huge impact where appearance is concerned. As you look at options for chandeliers, pendant lighting, and ceiling fixtures, remember to keep colors consistent with your home's hardware. For example, you can mix metals such as copper and oiled bronze, or brushed nickel with chrome, but you wouldn't want to mix gold and silver tones. Keep it consistent & neutral so you appeal to more buyers.

Flooring Updating your floors is a great way to improve the look and value of your home. If you've got lots of rooms with many types of flooring, you might want to bite the bullet and invest in new flooring for all, to create a seamless feel throughout the house. Wood floors, or even faux-wood floors, are preferable to carpeting even though those options can be more costly. However, if you can't afford to upgrade to wood, there are beautiful wood looking laminate floors or new carpeting is still a major selling point. And just like with painting walls, a good neutral color is best.

Is a Major Remodel Best?

There are a number of different remodel projects you can do to add value to your home before selling it. Some of the remodeling that real estate agents will recommend involve addressing the areas of weaknesses in your house. You want to put yourself in the mind of your buyers and understand that they're also looking at other homes for sale and comparing them to yours. Focal rooms are the typical rooms for a remodel like the kitchen, bathrooms, and even the family room. So, pay close attention, as buyers will be, to the details and condition in these areas.

Kitchen & Bathroom Remodels The most important part of any home is the kitchen and the family area, mainly because a lot of time is spent in these two rooms. Everyone wants a large, spacious kitchen with all new appliances – where they can cook and entertain. Now your kitchen may not satisfy these desires without significant upgrades, which may not make sense financially. The kitchen and bathrooms are known to be the most important parts of the house, but that doesn't mean you have to completely overhaul those rooms before selling. To decide what's best in your situation, start by looking at the numbers. An upscale major kitchen remodel has a return on investment (ROI) of less than 60 percent, while a mid-range minor kitchen redo can return about 80 percent. Bathroom remodels return about 60 percent for upscale renovations and about 75 percent for mid-level remodels. Looking at the numbers alone, it rarely makes sense to spend a lot on kitchen or bathroom renovations just to sell your home. However, because these

are such high-profile areas that buyers pay a lot of attention to, there is a good deal of value in an inviting kitchen or bathroom. If a kitchen or bathroom is outdated and unappealing, buyers may automatically add the cost of renovating it to the cost of the home. On the other hand, if the kitchen and bathrooms seem nice enough to leave as is (at least for a while), buyers won't automatically add the cost of renovations to the sale price. Therefore, it usually makes the most sense to remodel kitchens or bathrooms, as needed, so they are reasonably modern and inviting, if not spectacular.

In Summary

We all understand the impulse to make a good impression on the people who visit our home, especially when we're trying to sell it. But if you don't have the time or the money for some higher end renovations, know that there are some small-scale upgrades that boost your home's value, as well as adjustments you can make so your home remains attractive to buyers.

Don't get wrapped up in renovations when obvious repairs are needed. Obviously, if there are other important things to repair before selling your house, like a heating system that does not work, a roof that is leaking, structural issues or something that would prevent a buyer from getting a mortgage, those items come first.

Most of our tips can be executed at a relatively low cost, and it makes sense for every home. Cleaning is 100% the best thing you can do to sell your home because it's not only the cheapest, it's the most important. It shows buyers a sense of pride in taking care of your home when compared to some of the others. Decluttering is important to show a buyer that your home has ample storage. Curb appeal is the first impression buyers have of your home to entice them into wanting to come inside your home. And nice neutral updates & color palette is best for a buyer to envision them living in the space. These home improvements are sure to please buyers and benefit you on the return!

For more information on any of our innovative home seller programs,

call Trudy Hoekstra at (916) 201-0841.