

## Getting Ready to Sell? Renovate or Fix Up?

According to *Harvard's Joint Center for Housing Studies* estimates that Americans' total spend on home remodeling projects will rise from \$332 billion in Q3 2020 to \$337 billion in the second half of 2021. Does that mean homeowners have found the key to economic prosperity-expensive renovations that pay dividends at resale? Unfortunately, not...In fact, the average amount recouped for home remodeling projects is on the decline. According to a survey of real estate professionals by *Remodeling* magazine, this year's average return on 21 popular remodeling projects came in at 66.5% nationally, down from 68.6% in 2019.

So, most renovations and remodels do not return a profit. Not only do they cost you, but there is time put in both in 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 though a buyer's eyes! ***Below are listed the best way to get your house ready for sale to maximize your investment***



**Crank up the curb appeal** Pull weeds, rake leaves and trim overgrown shrubs, especially if they block windows or the path to your front door...If a buyer pulls up and you do not look good, they just move!



**Paint** Lighten up your home with natural tones and a neutral dose of style. It's important to make your house generic. A fresh coat of neutral paint will make your home appear larger, brighter and more appealing to potential buyers. ***And a fresh coat of paint smells great!***

**Make Repairs** Fix things like leaky faucets and sticky cabinets, and replace old screens. They may seem insignificant, but ***minor repairs add up in the mind of a potential buyer.*** 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, 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 knickknacks you have lying around, the more potential buyers will be able to see your home and what it offers. *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 meticulously organized, buyers will envision themselves 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, have them refinished if necessary. If your carpet appears old and stained, replace it...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. Get rid of those 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.

*If you are thinking of selling, we offer a complimentary home evaluation. Give us a call or text.*

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