



# HOME IMPROVEMENTS THAT HELP SELL YOUR HOME FASTER & FOR MORE

One of the most common questions we hear from sellers is:

💡 **“What improvements can I make to increase my home’s value?”**

While you may not be in the business of flipping homes, the same principles apply. Smart upgrades can boost your home’s appeal, increase its market value, and help it sell faster.

In this guide, we’ll break down which home improvements make the biggest impact—so you can focus your time and money where it matters most.

## Understanding Market Value vs. Salability

### Market Value

Market value is **what buyers are willing to pay** for your home, based on:

- ✓ Location
- ✓ Market conditions
- ✓ Home features & improvements

If you're making **major upgrades**, ensure they provide a tangible increase in value when it's time to sell.

### Salability

Salability refers to **how appealing your home is to buyers**. Even small maintenance tasks can help your home sell **faster and closer to asking price**.

📌 A home with **high salability** falls at the **top** of its market value range, while a home with **low salability** may sell for less—even if it's in the same neighborhood.

## Invest Wisely: Get a Return on Your Improvements

💡 **Don't put a nickel in unless you'll get a dime back out.**

Before investing in home upgrades, ask yourself: **“Will a buyer see value in this?”**

🚗 A finished garage? Some buyers love it, while others don't care.

🌿 \$50,000 in landscaping? A buyer may not value it nearly as much as you do.

💡 **Pro Tip:** Consult a REALTOR® or appraiser before making major investments to ensure **you're spending money where it counts**.



## Home Improvements That Boost Market Value

### FLOORING

- ✓ Upgrade from carpet & vinyl to hardwood & tile—it makes a huge difference.
- ✓ Prioritize looks over premium materials—most buyers can't tell the difference between high-end and mid-range hardwood.

### KITCHEN

- ✓ Buyers love open layouts and modern colors.
- ✓ Instead of a full remodel, consider:
  - ◆ Refinishing existing cabinets instead of replacing them.
  - ◆ Upgrading countertops for a fresh look at a lower cost.

### BATHROOMS

- ✓ Space matters! A pedestal sink can free up room.
- ✓ Modern tiles and fixtures instantly make a bathroom feel new.

### PAINT

- ✓ Fresh paint inside and out = one of the best low-cost upgrades.
- ✓ Stick to neutral, modern colors.
- ✓ Avoid murals or bold patterns unless you're a pro.

### FLOOR PLAN ADJUSTMENTS

- ✓ Open-concept layouts make homes feel larger.
- ✓ If possible, remove walls to create open spaces.
- ✓ A larger master bedroom might be more appealing than three small rooms.

### BASEMENT DEVELOPMENT

- ✓ Use professional contractors—poor workmanship lowers home value.
- ✓ You can DIY some elements, but leave finishing to the pros.



## Quick Fixes to Improve Salability

Even if certain upgrades don't add thousands to your home's value, they increase salability—helping your home sell faster and for more money.

### INTERIOR

- ◆ Oil squeaky doors & tighten doorknobs.
- ◆ Fix minor repairs (cracked plaster, leaky faucets, running toilets).
- ◆ Make sure the doorbell works.
- ◆ Deep clean everything (windows, carpets, appliances, furnace).
- ◆ Declutter! Store excess furniture and remove items from countertops.
- ◆ Organize closets & cupboards—buyers will open them!
- ◆ Remove personal items (fridge messages, excessive decor).

### EXTERIOR

- 🌳 Trim shrubs & mow the lawn.
- 🌸 Weed & edge gardens/flower beds.
- 🚶 Clear walkways & driveways of leaves or debris.
- 🏠 Repair gutters, eaves, & the roof.
- 🗑️ Move garbage cans & gardening supplies out of sight.
- 👤 Replace personalized or worn doormats.
- 💡 Ensure all outdoor lights & bulbs are working.

## Final Thoughts: Focus on Smart Improvements

If you're preparing to sell, focus on improvements that buyers care about most.

- ✅ Prioritize kitchen, bathroom, and flooring upgrades.
- ✅ Boost salability with deep cleaning, organization, and curb appeal.
- ✅ Avoid unnecessary upgrades that won't provide a return.

💬 Need expert advice? Let's chat! I can help you decide which improvements will maximize your home's value and sell it faster. 🚀