



7 ESSENTIAL RENOVATIONS **TO MAXIMIZE YOUR PROFIT**

Maximizing your return on a investment begins with determining the estimated value of your property in today's market. There are two free, quick, and easy ways to get this answer within the next 24 hours.

Before you start tackling updates, additions, or renovations, it is necessary to get a baseline to gauge how much you should invest.

2 STEPS TO DETERMINE HOME VALUE FOR FREE:

- 1. Home Valuation - a free estimate of what your property may be worth based on hundreds of factors.**
- 2. Comparative Market Analysis - one of our agents will perform a free CMA to provide you with the most accurate estimation of the value of your house in today's market.**



Scan the code to see your instant home valuation!

Questions about what your home is worth in today's market? Get a free, instant home valuation now.



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MAXIMIZE YOUR ROI POTENTIAL

FRESH PAINT - Buyers are on the prowl for “what’s wrong” with your house (check out *The Psychology that Sells for Max Profits* for how to use buyer psychology to your advantage). The walls— both interior and exterior— of your house are one of the most visible signs of your house’s age. A fresh coat of paint is a relatively inexpensive way to eliminate some of the most obvious defects in the house and make it appear as a new house that interested buyers can make into their ‘new’ home. While your home may not be the newest in the neighborhood, a facelift is just the thing to get it noticed in a great way.

KITCHENS + BATHROOMS - The kitchen is one of the biggest deciding factors for buyers. Therefore, updates to the kitchen are a shoe-in for ROI purposes. According to fortunebuilders.com, minor kitchen remodels return an average of 98.5% of your investment. Focus on upgrades that show well both on the MLS listing as well as in-person: installing new appliances, hardware, & LED light fixtures, painting cabinets, and refinishing flooring. For bathrooms, hone in on the lighting, vanity, fixtures, and shower for comparable levels of ROI.

REFINISHED HARDWOODS - The National Association of Realtors says refinishing hardwood floors recovers 100% of the cost at resale. That said, the ROI on updated flooring depends on current condition. If your floors are in decent condition, refinishing them is a great, inexpensive way to bring in extra profit when selling.



BEFORE



AFTER



FINISHED BASEMENTS - According to Homelight.com, finished basements are on the list of must-haves for high income buyers (\$150,000+ a year). Finished basements can bring in more than \$40,000 in additional profit and add to the total square footage of a home. Finishing a basement can range in cost based on the size and layout, be sure to consult an experienced agent and contractor to get a solid understanding of cost and forecasted ROI.

Kitchen remodels return an average of 98.5% of your investment. Focus on upgrades that make a large impact.

LUCIDO LISTING TRANSFORMATIONS
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OPEN FLOOR PLAN - A spacious layout is at the top of the modern buyer's wish lists. It brings in more natural light, makes the space seem larger, and helps buyers imagine how they would fill the space if it were their own. Some walls can be knocked down quickly, while others may be structural and require alternative support to be installed. Be sure to consult with an experienced contractor.

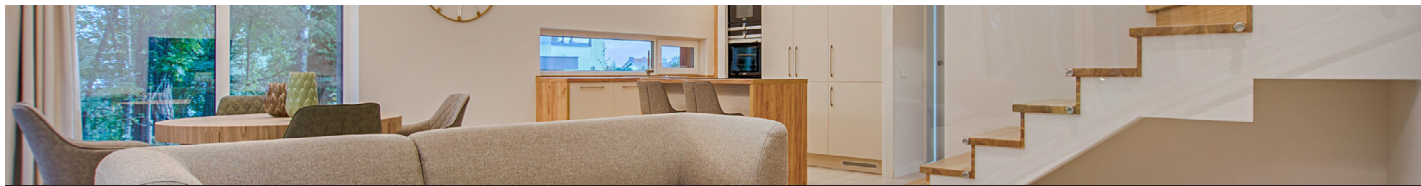
DETAILS - Other areas of note include your roof, window screens, and gutters. Clearing and securing (or replacing) your gutters is an inexpensive way to improve the perception of your house. Again, your house doesn't have to be new, it just needs to look like it. The same holds true with your roof. While a new roof may not be budget-friendly, roof soft wash cleaning options are available. Do NOT power wash your roof. This will ruin the roof and void the warranty!

LUSH LAWN - A beautiful, green lawn with orderly landscaping can make or break the appearance of the exterior of your house in the eyes of a buyer. A poorly kept yard (patchy grass, loose shingles, cracked pavement) will imply the previous owner did not properly care for the home, inside and out. This will defer prospective buyers before they even set foot in the home. This is especially exacerbated by the ways in which buyers shop for houses online (97% of buyers used the internet to search for homes in 2021 and 51% purchased a house they found online).

AVERAGE ROI

- *Landscaping:*
Returns an average of **100%**
- *Bathroom Remodel:*
Returns an average of **93.2%**
- *Kitchen Remodel:*
Returns an average of **91%**
- *Entry Door Replacement:*
Returns an average of **90.7%**
- *Basement Remodel:*
Returns an average of **90.1%**
- *Replace Windows:*
Returns an average of **89.6%**

fortunebuilders.com



H.E.L.P HOME ENHANCEMENT LISTING PROGRAM

A LUCIDO SELLER PROGRAM

Need to sell your home, but don't want to pay for repairs up front?

FIX NOW, PAY LATER WITH OUR H.E.L.P.

Our proven home enhancement listing program allows you to work with vendors* who will fix your home so we can list it at top dollar...and you don't pay anything until we sell your house!*

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