



The Seller's Playbook

Sell your home quicker, easier and for more money!



Updating Your Home. What is Worth It? What Isn't?

Are you considering putting your home on the market but uncertain about the preparations required? This guide offers a collection of affordable and simple strategies designed to enhance your home's value and facilitate a faster sale.

High Return Projects - Low Expense

YES, TOTALLY WORTH IT

- Clean
- Paint
- Update lighting fixtures
- Maintain the HVAC system
- Pest control
- Septic system inspection and pumping
- Smoke and carbon monoxide detectors
- Update hardware
- RegROUT tiles & refresh caulk
- Trim trees and bushes
- Re-stain or seal wooden decks
- Add a fresh layer of mulch
- Maximize storage and declutter
- Power wash exterior: patio, porch, driveway, home exterior
- Clean carpet
- Repair fencing
- Clean out gutters and downspouts
- Repair any plumbing issues
- Declutter & remove personal items
- Update doorknobs, and cabinet handles
- Upgrade overhead lighting & old fixtures
- Add potted plants in the front walk and back yard
- Replace or fix doorbell
- Clean up landscaping - green grass/ healthy grass
- Declutter garage
- Repair the roof (not replace)

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High Return - Moderate Expense

EH... MAYBE WORTH IT

- Upgrade kitchen appliances
- Landscape the yard
- Replace carpet
- Update or add laundry room amenities
- Upgrade the front door
- Paint old cabinets
- Replace bathroom vanity

High Return - Expensive

PROBABLY NOT WORTH IT UNLESS YOU ENJOY IT YOURSELVES

- Remodel bathrooms
- Replace windows or doors
- Remodel the kitchen
- Finish the basement
- Update or add outdoor living spaces

Moderate Return. Moderate Expense

MIGHT BE WORTH IT BASED UPON THE MARKET. ASK YOUR AGENT

- Refinish hardwood
- Replace the roof (Not repair. See above)
- Replace the countertops
- Crown molding
- New fencing (Not repair. See above)
- Update the electrical panel

Low Return - Low Expense

THIS IS REGULAR UPKEEP. WON'T GET YOU MORE ROI, BUT WILL HELP SELL QUICKER

- Mold inspection and remediation
- Install or upgrade ceiling fans
- Weatherstripping
- Chimney sweep and inspection
- Fertilize the lawn
- Replace sump pumps

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Low Return - Moderate Expense

DON'T DO UNLESS IT IS BROKEN. YOU WON'T GET A RETURN ON THIS

- Replace the water heater
- Replace or repair siding
- Security system
- Radon testing and mitigation
- Window treatments
- Attic insulation
- Water-saving fixtures -
- Foundation inspection and repair
- Clean or replace the fireplace
- Generator installation
- Install back up sump pump
- Replace or update garage doors

Low Return - Expensive

DON'T DO UNLESS IT IS BROKEN. YOU WON'T GET A RETURN ON THIS

- HVAC replacement
- Add or upgrade a deck or patio
- Repave the driveway
- Finish an attic
- Solar panels
- Update or add irrigation system
- Upgrade to energy-efficient appliances
- Soundproofing

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Get Ready For Showings!!

Before showcasing your home, it's crucial to ensure it's in top-notch condition. The following suggestions can significantly impact your home's selling price, potentially making a difference of thousands of dollars.

The Yard

- Make sure your lawn is manicured.
- Keep the lawn mowed.
- Trim shrubbery, bushes & trees removing all dead limbs & debris.
- Add fertilizer or greening agent to lawn & plants.
- Use an edger along the sidewalks and driveways
- Remove all weeds from flowerbeds, rocks & cracks in concrete. (Weed Be Gone).
- Install and Inspect decorative metal, and stone borders between lawn & planting beds.
- Clean up rock and mulch beds making sure the ground is covered, add more if needed.

Decks, Patios, Driveways, Porches, & Fences

- Power Wash driveways & sidewalks.
- Repair holes & cracks.
- Remove stains.
- Replace or repair broken areas.
- Paint and/or stain fences & decks.
- Arrange outdoor furniture & firewood neatly.
- Put away all lawn equipment, bikes, & toys.

House

- Inspect all gutters, downspouts, siding, windows sashes, trim & shutters.
- Clean & Paint.
- Repair or replace as needed.
- Replace any broken windows, doors & screens.
- Inspect the roof for missing or damaged shingles & flashing. Make any necessary repairs.
- Clean & touch up paint on the little things: House numbers, mailboxes, doorbells, etc...

Front Porch

- This should be very welcoming.
- Paint door & trim.
- Sweep and clean porch area.
- Put out a new doormat.
- Install potted or hanging plants if possible.

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- Install high wattage bulbs to make porch area brighter.
- Clean glass on porch lights and remove bug remains.
- Interior

Clean the entire home!

- Windows & screens.
- Curtains, drapes & blinds.
- Carpets. If pet stains exist replace carpet & pad.
- Clean & wax wood floors.
- Vinyl & ceramic floors.
- Clean, paint or replace all vent covers.
- Clean, polish, paint/stain wood trim in home.
- Clean all lamp shades & covers.
- Be sure to remove pet & smoke odor when cleaning. Smell is a huge part of what buyers remember about your home.
- Freshly paint home using white, off white or beige paint. This will match the buyers furnishings.
- Repair damages to walls & ceilings. Includes: holes, cracks, & water stains.

Kitchen & Baths

- Thoroughly clean all countertops, appliances, mirrors, ovens, sinks, toilets, tub, & shower walls.
- Put away the small appliances to open up counter space.
- blender, canisters, coffee maker, etc.
- Clear off vanity countertops & store all personal care items neatly.
- Clean ventilating hood & exhaust fans.
- Remove rust stains from sinks and bathtubs.
- New knobs on drawers & cabinets make a difference.
- Clean & organize drawers, cabinets, & linen closets.
- Clean all tile grout & caulk. (Clorox Bleach Pen & Mr. Clean Magic Eraser).
- Re-caulk areas that can not be cleaned.

Make House Light & Bright!

- Replace bulbs with high-wattage bulbs.
- The Brighter the better!

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Closets - Make Them Appear Larger!

- Remove 'out of season' clothing from closets.
- Leave only a few items on the floor of closets.
- Add extra, empty hangers.
- Organize your shoes on racks.
- Neatly arrange items on shelving.
- Leave extra space on the shelves and floor.

Pay Close Attention to the Little Things

- Tighten loose doorknobs.
- Fix any leaky faucets.
- Tighten loose towel racks.
- Oil any squeaky doors or drawers.
- Arrange furniture to give an open feel. Remove any unnecessary or oversized furniture.
- Make sure all switches & outlets are clean & working properly.
- Place fresh flower arrangements throughout the home.
- Make sure windows open & close without squeaking.
- Hide Prescription medication. Theft of these items is rising.

Garage, Basement, Attic, & Storage Areas

- Dispose of everything you are not going to move.
- Arrange items neatly & clutter-free.
- Consider painting walls & ceilings white.
- Remove stains & dirt from the floor.
- Paints floors gray.
- Organize garden tools & equipment.
- Remove or clean muddy work boots.
- Wipe off dirt and spider webs from the water heater, furnace, washer & dryer.

Heating & Cooling

- Clean fireplaces and remove smoke stains.
- Clean your furnace/air conditioner and replace the filter if needed.
- Clean water heater.

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Hot Colors for Paint

- Benjamin Moore Stonington Gray HC-170
- Benjamin Moore Gray Owl OC-52
- Benjamin Moore Balboa Mist 1549
- Benjamin Moore Edgecomb Gray HC-173
- **Trim:** Benjamin Moore White Dove OC-17

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