

5 QUICK FIXES TO GET YOUR HOME MARKET READY

FROM A REAL ESTATE TEAM WHO SPECIALIZES IN SELLING EXPIRED LISTINGS



THE ONE TEAM
SCOTTSDALE

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INTRODUCTION

YOUR ROADMAP TO SELLING SUCCESS

Selling your home can feel like a daunting task, but it doesn't have to be.

Over the years, we've learned that even small changes can make a huge difference in how quickly a home sells—and for how much.

This guide is designed to give you practical, easy-to-implement tips that will help your home stand out to buyers. These are the same strategies we recommend to sellers time and time again because they work.

With over 200 homes sold across the Valley, we've seen firsthand what helps a home sell quickly and for top dollar—and what holds it back. Our goal is to help you avoid unnecessary stress, save time, and maximize your home's value.

The following five tips focus on impactful yet cost-effective changes you can make right now to prepare your home for the market. Whether you're just starting to think about selling or ready to list, these steps will help you feel confident about your next move.

Let's get started!



Selling your home in Scottsdale and the surrounding areas is no longer easy. Increased inventory and high interest rates have made selling difficult on sellers. I hope this guide helps you on your journey and puts more money in your pocket!

-Shay Noonan

TEAM LEAD | MARKETING SPECIALIST



TIP 1

FRESH PAINT

Applying a fresh coat of interior paint is one of the most effective ways to enhance your home's appeal and increase its market value. Here's why this simple update can make a significant difference:

Why Fresh Interior Paint Matters

- **First Impressions Count:** A newly painted interior conveys cleanliness and care, making a positive impact on potential buyers.
- **Broadening Appeal:** Neutral colors, especially shades of white, create a blank canvas that allows buyers to envision themselves in the space. According to a study by Zillow, certain paint colors can influence offer prices, with neutral tones often leading to higher bids.
- **Reflecting Current Trends:** Paint colors can date a home. Refreshing walls with contemporary hues demonstrates that the property is up-to-date and well-maintained.

Cost Considerations

In Scottsdale, the cost of interior painting varies based on factors like room size and complexity. On average, homeowners can expect to pay between \$1.20 and \$3.00 per square foot for labor, excluding materials. For instance, painting a 12x14 ft room may range from \$800 to \$1,800.

Return on Investment

Investing in interior painting not only enhances aesthetics but also offers a substantial return. Data indicates that interior painting can yield a 107% return on investment, potentially adding significant value to your home's sale price.

Choosing the Right Colors

- **Neutral Tones:** Opt for whites, beiges, or light grays to create a versatile backdrop that appeals to a wide audience.
- **Consistency:** Using a cohesive color scheme throughout the home provides a unified and spacious feel.
- **Accents:** Not preferred. Keep it cohesive.

By selecting the right colors and investing in quality painting, you can significantly enhance your home's marketability and value.

TIP 2

DECLUTTER



Why It's Helpful

When selling your home, decluttering is one of the simplest yet most impactful ways to make it market-ready. A clean, clutter-free space feels bigger, brighter, and more inviting, allowing buyers to envision themselves living there.

The Psychology Behind It

Clutter can make a home feel chaotic and overwhelming, while clean, open spaces create a sense of calm and organization. Buyers often associate this with a well-maintained home, which can lead to higher offers.

Quick Wins for Decluttering

- **Living Areas:** Remove excess furniture and limit surfaces to 1-3 decorative items. Nothing that is a “collectible” as it could feel dated
- **Kitchens:** Clear countertops and organize cabinets—buyers will peek inside. Only the coffee maker stays.
- **Bedrooms:** Tuck away personal items like photos and opt for neutral, clean bedding. Head boards on every bed and layered bedding is ideal.
- **Closets:** Clear out at least half of your belongings to showcase storage space.

Stats That Prove It Works

- Homes that are decluttered can increase perceived value by up to 10%, according to industry surveys.
- 93% of real estate agents agree that decluttering helps homes sell faster and for more money (NAR, 2023).

Cost and ROI

Decluttering is one of the most budget-friendly ways to prepare your home for sale. In many cases, all it takes is time and effort, but professional organizers or temporary storage units can be a worthwhile investment if needed.

Pro Tip

Consider donating unused items to local charities or thrift stores. This not only helps you declutter but also makes a positive impact in the community.

TIP 3

DEEP CLEAN



Why It's Helpful

A spotless home sends a powerful message to buyers: this property has been well-cared for. Deep cleaning not only makes your home look its best but also eliminates odors, brightens spaces, and creates a welcoming environment that appeals to buyers on a subconscious level.

The Psychology Behind It

Buyers often equate cleanliness with maintenance. A sparkling clean home gives them confidence that the property has been taken care of, while dirt and grime can lead to doubts about its overall condition.

What to Focus On

- Windows: Clean both inside and out to let in more natural light.
- Floors: Steam clean carpets and polish hardwood or tile floors.
- Bathrooms: Scrub grout, clean mirrors, and ensure all fixtures shine.
- Kitchens: Deep clean appliances (especially ovens and refrigerators) and degrease cabinet fronts.
- Baseboards and Walls: These are often overlooked but make a big difference when spotless.
- Light Fixtures: Remove dust and clean all light fixtures for a polished look.

Stats That Prove It Works

- Homes with a clean, fresh appearance sell faster and for more money, according to industry experts.
- Buyers are 62% more likely to make an offer on a home that feels move-in ready, which cleanliness directly impacts (source: HomeLight).

Cost and ROI

Deep cleaning is not something to do yourself as tempting as it may be. Professional cleaning services are often worth the investment, with prices ranging from \$200 to \$400 for a standard deep clean of a typical home. The return on a clean home far outweighs the cost.

Pro Tip

Don't forget overlooked areas like ceiling fans, vents, and under furniture. These small details can make a big difference in how your home is perceived.

TIP 4

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TIP 5

STAGING

Why It's Helpful

Staging isn't just about making your home look pretty—it's a proven way to help it sell faster and for more money.

The Psychology Behind It

Most buyers make decisions based on emotion. A staged home feels warm, inviting, and ready to move into, which reduces buyer hesitation. It also helps to highlight the functionality of spaces, especially in smaller rooms or unique layouts.

What to Focus On

- **Living Room:** Arrange furniture to create a natural flow and conversation areas. Add throw pillows and a cozy blanket for a polished look.
- **Bedrooms:** Use neutral bedding and minimize décor. A few carefully chosen accents, like a bench at the foot of the bed, can elevate the space.
- **Kitchen and Dining Areas:** Clear countertops and add small touches like a bowl of fresh fruit or a vase of flowers. In the dining room, set the table for a dinner party to showcase its potential.
- **Bathrooms:** Use crisp white towels, remove personal items, and add spa-like touches such as candles or a small plant.
- **Outdoor Spaces:** Stage patios with outdoor furniture and accessories like cushions, lanterns, or a fire pit to showcase these areas as additional living spaces.

Stats That Prove It Works

- Homes that are staged sell 88% faster and for 20% more on average than those that aren't staged, according to the Real Estate Staging Association (RESA).
- 82% of buyer's agents said staging made it easier for buyers to visualize the property as their future home (NAR, 2023).

Cost and ROI

Staging costs typically range from \$1,500 to \$4,000, depending on the size of the home and its price point. While the upfront cost may seem significant, it more often than not will result in a higher sale price.

Pro Tip

Focus on staging the most impactful rooms first—living room, kitchen, master bedroom, and bathrooms—as these are the spaces buyers prioritize.



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WHAT WE BELIEVE

Our Mission

We believe the traditional real estate experience is failing the consumer. With lack of communication, lack of expertise and lack of true marketing that is up to today's standards. We also believe in giving back to our local community with every transaction sold to make an impact on those in need living right here in Scottsdale, Phoenix and the surrounding areas.

Marketing

Fact. 54% of home buyers found their homes through YouTube. Video marketing and social media are the new way of reaching the consumer. Our proprietary marketing strategy doesn't just list your home for sale on the MLS and let it collect dust. We use a multi-faced approach to get your home in front of thousands and thousands of potential buyers within the first week through digital outlets.

The 3 P's Of Selling In Today's Market :

We believe 3 things determine your success as a seller and we work to ensure all 3 are addressed before your home hits the market.

- Price, using market data
- Presentation , using the tips in this guide and more
- Plan, marketing for today's buyer. The 2025 way.

Free Listing Prep Analysis:

Did you read this guide and still feel you need some help? We get it. We offer a **FREE** custom analysis for potential sellers. All it takes...is your phone. It's that easy.

Step 1: Open up your phone.

Step 2: Take a photo of each room with your phone, preferably in the best light of the day.

Step 3: Fill out this form and upload the photos straight from your phone: [FILL IT OUT HERE](#)

Step 4: Give us 24 hours to review your photos and respond with a detailed list of suggestions for you to tackle BEFORE you list your home.

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LEARN MORE

YOU CAN VISIT: WWW.ONETEAMSCOTTSDALE.COM

OR

WATCH OUR YOUTUBE: [WATCH HERE](#)

OR

FOLLOW ON SOCIAL: [LINK HERE](#)

