



GRIFFIN
GROUP

WE DO REAL ESTATE BETTER

12 WAYS TO SELL YOUR HOME FOR MORE MONEY

PROVEN TIPS THAT WILL GET YOU MORE MONEY WHEN
YOU SELL YOUR HOUSE OR CONDO



In the ebook ...

You will find a list of things you can do by yourself or with the help of a professional that are most likely to increase the sale price of your home. We've listed them in descending order beginning with those most likely to bring you the highest return on investment.

Bonus Material

As a bonus, we've also included a list of seven DIY projects that are guaranteed to catch a buyer's eye.

Strategically Targeted Improvements Boost Home Sale Profits With No Out-of-Pocket Costs

At the Griffin Group, we created the Property Concierge Program to work with homeowners to deliver targeted renovations that deliver increased sale prices and profits. Best of all, they don't pay for those renovations until their home sells. Allowing them to renovate now, pay later, and sell for more.

If you'd like to learn how we can do that for you, schedule a free consultation.

SCHEDULE A FREE CONSULTATION

1. SMALL BATHROOM REMODEL

Major bathroom remodels are expensive, but for just a little cash, you can upgrade your bathroom at a significant return. Some things to consider include:

- Remove any wallpaper or other dated wall coverings and apply a fresh coat of paint. If walls are damaged, repair large areas and use a spray-on texture that will hide minor flaws.
- If your tub is worn or dingy, get it reglazed for about \$400. Add new fixtures and it will look brand new.
- Remove old caulk and apply new.
- Replace old shower doors or remove them – it will make the room look larger. If you decide to remove the doors, do it before the tub is reglazed.
- Replace an old, worn-out vanity and fixtures. If your vanity is in good shape, consider replacing the counter and sink and replacing fixtures.
- Take a look at the floor. If it's in bad shape, replace it.



2. SPRUCED UP LANDSCAPING

Tasteful landscaping adds curb appeal. If you're not sure where to start, visit your local garden center and ask if they offer free design services or can recommend someone. Or, talk to a neighbor whose yard you admire and ask who they use.

- If you have grass that doesn't look so great, consider replacing the sod, or you can even turn to xeriscaping, which eliminates a lawn and replaces it with mulch and drought-resistant plants.
- Colour draws the eye, so add a splash of colour. Use one colour and vary the height of the plants for maximum effect.
- Prune or replace overgrown shrubs, and think about replacing them and add flowering plants near their foundation.



- Focal points like a walkway or fountain add major value. Add one or the other if you can, and if you have a flagstone pathway, a sealant adds a permanent “wet look” that makes the colour pop.

3. GIVE YOUR KITCHEN A FACELIFT

A minor kitchen remodel works when your kitchen needs cosmetic updates rather than a completely different floor plan. The cost here can vary widely depending on what your kitchen needs to look it's best.

Take a look around and think about:



- Refacing cabinets and drawers or repainting the existing.
- Replacing old, worn-out appliances.
- Adding recessed lights under the cabinets.
- Replacing countertops (often a new countertop can make even older cabinets look better).
- Replacing an old vinyl floor.
- Freshening your decorating by getting new curtains.

4. IMPROVE YOUR EXTERIOR

Exterior improvements can seem daunting, but they provide great ROI. Stand across the street and try to look at your house objectively.

- If your house is in good shape, give it a bath. Hose it down, clean the windows, remove cobwebs, etc.
- Replace worn and faded siding
- Repaint if necessary. If the entire house doesn't need it, consider repainting your front door and shutters, if you have them.
- If you have plain, ordinary columns on your porch, consider wrapping them with something more decorative. Wraps come in different colors and styles.
- No columns at all? Give your porch a makeover by adding columns and decorative planters.





5. BIG BATHROOM REMODEL

While a major bathroom remodel is expensive, you'll get most of your money back when you sell.

You'll be replacing virtually everything in the bathroom, and it might mean enlarging or re-configuring the space. If you can reuse anything, like a vanity, give it a facelift by replacing the counter, sink, and fixtures.

If you have a small bathroom, ditch the vanity for a pedestal sink to add character, and save space.

6. MAJOR KITCHEN REMODEL

Kitchens are the most important room in your home. It's been said that, when selling your home, you are selling your kitchen the rest just comes with it. A complete kitchen remodel can mean new cabinets, an island, countertops, stainless sink, wall oven, cooktop, flooring, and appliances.

- A good budget for a kitchen remodel is 10% to 15% of your home's value. Don't "go for the gold" here. You want your kitchen to blend in with the rest of your home, not make every other room look shabby.
- Kitchens seem bigger when there are fewer obstacles, so consider removing over-the-counter cabinets and creating an eating bar if you can.



- An eat-in kitchen is a big plus, especially for families. Add a built-in table and benches and add a decorative touch with pillows.
- When painting, stick with neutral colors for walls and window treatments.
- Perk up a dark kitchen by adding a window, even if it's only to the kitchen door.

7. ADD A DECK, PATIO, OR PORCH

Adding a deck, patio, or porch increases your home's living space. What you add depends on the amount of space, but consider:

- Adding a wooden deck, brick patio, or a wooden porch
- Use decorative planters to add appeal.
- Add interest with gates, lighting, and mature plantings.
- Bold plants can emphasize features or disguise flaws.
- If you have stairs, make sure railings are safe and attractive.
- Wooden trellises can hide many flaws. You can grow plants up them and also use them to hide things like your a/c compressor.



8. REPLACE WINDOWS

Window replacement isn't glamorous, but it can make a huge difference in energy expenditures, a trait attractive to both seller and buyer.

- Choose a window style that compliments your home's architecture.
- Double-paned windows are great for keeping out cold and heat.
- For maximum efficiency, buy replacement windows with argon gas inside the pane to prevent heat and cold transference.

9. UPDATE BONUS ROOMS

For this one, it's important to know your target market. Families, couples, and singles use bonus rooms differently.

Regardless of your target buyer, be sure to add plenty of electric outlets in case the buyer wants to use the room as an office.

Add shelves – they can be used by anyone for anything. Adding glass doors gives a sleek, finished look.

A built-in desk, if the room is large enough, can be multi-purposed, so install one if you can, with drawers and even above-desk shelving.

10. UPDATE LIVING ROOM DECOR

This is more sprucing up than remodeling, but it can have a big impact on buyer perception.

- Replace light switch plates and outlet covers and any floor or wall registers.
- Add crown molding, if appropriate.
- Keep furniture away from walls for a contemporary look.
- If you have something like a dramatic fireplace, arrange seating around it to highlight that feature.
- If you have a lot of furniture or clutter, move it out to a rental storage unit.
- Freshen window treatments by replacing them to add a touch of color, and if you have low ceilings, give the illusion of height by positioning drapes higher on the wall.



11. UPDATE BEDROOMS

- A small chandelier will add a romantic touch. To figure out the correct size, use the formula of room width + room length = chandelier diameter in inches. So, if your room is 12 feet x 12 feet, you would buy a chandelier with a 24" diameter.
- If not a chandelier, replace the light fixture with something attractive.
- Repair any holes or blemishes and repaint.
- Replace window treatments.
- Add wallpaper on one wall as an accent.
- Pull up carpeting and replace it with hardwood, if that suits the rest of your home, or have them refinished if they are already present.

12. UPDATE LIVING ROOM WALLS & FLOORS

- Paint is cheap so freshen the room with a light, neutral color, and don't forget the trim! Caulk any open seams before you paint.
- Hardwood is all the rage. Replace your living room floor and add a gorgeous area rug.
- If you have popcorn ceilings, have them scraped and resurfaced. If you choose to do this yourself, test for asbestos before you start by finding an accredited lab. If your home was built before 1977, there's probably asbestos in that popcorn.
- If you have a fireplace, buy a new wood or stone mantel.

BONUS CONTENT

EASY DIY PROJECTS THAT BOOST BUYER INTEREST

Even if your home doesn't need major renovations, there are things you can do to impress potential buyers that cost little more than some time and effort.

Don't be intimidated. If you're not a DIY wizard, find your handiest friend and ask them to help or check out YouTube – there are tutorials on almost everything. Some other easy-to-do items that add appeal include:

Update interior paint. We've talked about painting as part of renovations, but how about those dingy hallways? Take a look around and freshen up the entire house. Before you paint, be sure to repair damaged drywall, and any other issues, such as doors not closing properly.

Light things up. Replace old contractor-grade and outdated lighting with updated styles. Make sure lighting is adequate for its space, with appropriate lighting temperature. For example, you want bright white lights in a bathroom, but dining rooms look best with a warmer glow.

Clean up your closets. Get rid of clutter and organize closets so they appear roomy.

Declutter. All the paint in the world can't hide that pile of shoes near the back door. If shoes must stay near the back door, buy an organizer and make things tidy. The same goes with other clutter – organize it. Or toss it.

And while you're decluttering, do some de-decorating. Make your home look "neutral" rather than reflective of your personality. You want potential buyers to see themselves in your home.

Clean. Do a thorough cleaning. Dust, mop, vacuum. Get those dust bunnies out from under the beds, make sure baseboards are free of dust, and windows are bright and shining.

Basic yard cleanup. Gardening may not be your thing, but every yard gets weeds. Weed flower beds, make sure the lawn is mowed, and clean up walkways and sidewalks.

Paint your front door. Your front door makes a big impression. Even if the rest of your house doesn't need painting, re-paint your front door, and if it fits with the colour of your house, paint it black. Why black? Front doors in shades of black or charcoal tend to raise a home's value by more than \$6,000, according to an analysis by real estate website Zillow. If black doesn't work, explore colour options that will bring a freshened look to the entrance of your home.



GET MORE MONEY FROM YOUR THE SALE OF YOUR HOME

The Griffin Group's Property Concierge Program is designed to help homeowners maximize home sale profits with no out-of-pocket expenses by performing cost-effective, targeted renovations that they don't pay for until their home sells.

Mark Griffin is an experienced residential contractor who built a successful business. He has a track record of delivering high-quality work, on time (and often early), and on budget for renovations, custom home builds, and duplex conversions.

Caroline Griffin is a successful realtor with deep expertise in helping people boost their profits when selling their home through listing strategies, staging, and negotiation skills.

Together, we have nearly 30 years of experience in the residential construction and real estate industries. Through the Griffin Group, we've combined our expertise and our passion for helping people get more out of their homes.

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