

# STRATEGIC HOME RENOVATIONS FOR SELLING YOUR HOME

**Brent Paine**  
Denver Estate Help  
Managing Director  
303.956.0866  
bpaine@DenverEstateHelp.com  
www.DenverEstateHelp.com

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START YOUR STRATEGIC  
RENOVATION PROJECT  
& MAXIMIZE YOUR  
PROFITABILITY



If you are contemplating what updates to make that will maximize the value of your home, take heed, and ask yourself one key question; Why am I selling?

The answer to this question will help direct your decision-making process to either update a specific room such as a bathroom with a new vanity and countertop or leave as-is. In other words, are you selling to maximize your profitability? Or are you selling because your company has relocated your position to another state? The answer to this question will have huge implications to your home improvement project.

Here are some updates you can implement to help assure your success for a more profitable experience if you have the time, money, and the right contractor.

..... **#1. Declutter:**

No one likes to walk into a residence with “stuff” everywhere. The tiger rug hanging across the wall might be a cultural treasure, but to a prospective buyer, it can be a huge red flag and send them away without asking any questions. Best to remove personal objects, paintings, family pictures and put things into an orderly fashion to help set a tone for visitors to feel invited.

..... **#2. Interior Paint:**

Nothing says freshness like a new coat of paint. Painting helps to clean and depersonalize the interior of a home and allows prospective buyers to feel more likely to visualize their presence inside the property.

..... **#3. Flooring:**

If your carpet looks to be over 15 years old and fraying in places, it is time to replace. New carpet has that “wow” factor that immediately hits the human senses of seeing, smelling, and touching to evoke a sense of tranquility and cleanliness.

..... **#4. Kitchen:**

The kitchen is essentially the center piece of the home. More time is collectively spent inside the kitchen than any other room in the house. It feeds; it entertains; it gives comfort; it is the lifeblood of a home. The kitchen is also where the interior design of the home originates and infiltrates throughout the rest of the domain. Before upgrading, look at the current buying audience and examine their tastes. A good interior designer can quickly help you make the right décor decision: Shaker for a cleaner and more contemporary feel. Or glass panels to make the appearance more specialized. Only upgrade to the preference of the buying market. That way, there is no overspending or underspending and will deliver more value than any other room in the home.

..... **#5. Bathroom:**

Out with the old and in with the new. Old is the shorter vanities with smaller doors. New are the taller vanity boxes with the panel doors offering more open space to organize personal items, toiletries, and towels. In addition, the newer vanities are more capable to hold the heavier stone countertops and undermounted sinks. Next, don't forget to replace the toilet with a more water efficient flush tank. A new porcelain piece of furniture can give buyers peace of mind knowing they will be using something new, fresh, and clean. Lastly, think about your audience - do you install tile or vinyl flooring planks. Both options have unique characteristics of function and status. Examine the audience and install according to their taste.

Prepping your home for sale is a huge decision and can be a monetarily scary venture. That's why it is best to secure the help of a professional Real Estate Agent who has the residential prowess combined with property investment experience to help you achieve your goal inside today's changing marketplace. Or contact a renovation company like Denver Estate Help who specializes in strategic real estate improvements that maximize the property's profitability. Either direction, first recommended steps is to contact an industry professional to help assess, plan, and guide you through the process in order to achieve the highest profitability with the least expense.

For more information on our unique renovating process, visit us online at [www.denverestatehelp.com](http://www.denverestatehelp.com). Or call us today at 303.956.0866. We'll be happy to answer your questions and help start you on a strategic and profitable path.