

8 FACTORS *that* ENHANCE A HOME'S VALUE

Looking for the best return on investment on the home you're buying? Consider these factors, which Realtor.com identified by analyzing millions of sales nationwide.



SMALL SIZE

Over the last five years, homes under 1,200 sq. ft.— favorites of retiring boomers and first-time buyers—have appreciated by an average of 7.5% per year, while homes 2,400 sq. ft. or larger have risen just 3.8% per year.

OPEN FLOOR PLAN

Having an open floor plan led to an average 7.4% appreciation per year. Less desirable? Granite countertops (2.5% annual appreciation) and stainless steel appliances (3% annual appreciation).

FEWER BEDROOMS

The more bedrooms a home had, the less it appreciated since 2012. Homes with one bedroom increased by 7.2% per year; those with two bedrooms (6.6%); three (6.3%), and four bedrooms (4.9%).

HOMES WITH A VIEW

Homes overlooking a park increased 7.9% annually. Those with mountain views 5.1% and those with lake views 4.9%.

MODERN/ CONTEMPORARY STYLE

Newer trumps older in architectural style, with modern/contemporary homes rising in value by 7.7% per year, followed by bungalows (6.5%), traditional (5.6%), ranch (4.5%), Craftsman (3.7%) and Victorian (2.2%).

THE RIGHT AMENITIES

Homes with patios increased in value by 6.8% annually, while those with hardwood floors grew 5.7% and those with fireplaces 5.3%.

TWO-CAR GARAGES

Homes with space for two cars appreciated by 6.4% annually, vs. those with one-car garages (6%) and those with three-car garages (just 3.8%).

LOCATION

Homes in urban areas near mass transportation grew 8.4% in value per year. Those near good schools increased by 7.2%, and those near shopping by 6.5%.

Source: Realtor.com

SAFEGUARDING YOUR HOME DURING OPEN HOUSES



Never picture anything of value in listing photos.



Hide bills and other documents that might have your contact information, Social Security numbers or bank account numbers.



Remove checkbook and bank deposit slips.



Lock up or remove jewelry and antiques.



Hide extra house keys, car keys and garage door openers.



Don't hide anything in your top dresser drawer, a place thieves are likely to look.



Hide smartphones, tablets and laptops.



Shut off desktop computers and lock them with a passcode.



Hide TV, computer and wifi passwords.



Lock up prescription medicines.



Take videos or photos to record what was in each room before the open house occurred.



Make sure your Realtor® has everyone sign in before touring the home.



After each open house, ask your Realtor to make sure all windows and doors are locked.



Hide photos that show your family's faces.



If you'll be away after the open house, ask a neighbor to check that all the doors are locked.



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Sources: TRULIA, INMAN, REALTY TIMES

EXTERIOR PROJECTS THAT NET YOU CASH

Thinking about improving your yard?
Here are the projects that provide the greatest return when you sell.

1

Landscape Maintenance

Job cost: \$3,000
Cost Recovered: \$3,000

100%

2

Overall Landscape Upgrade

Job cost: \$6,000
Cost Recovered: \$5,000

83%

3

Tree Care

Job cost: \$2,000
Resale Value: \$2,000

100%

4

New Wood Deck

Job cost: \$10,000
Cost Recovered: \$8,000

80%

5

New Patio

Job cost: \$7,200
Cost Recovered: \$5,000

69%

6

Landscape Lighting

Job cost: \$5,000
Cost Recovered: \$2,500

50%

7

Fire Feature

Job cost: \$6,000
Cost Recovered: \$4,000

67%

8

Irrigation System

Job cost: \$3,500
Cost Recovered: \$3,000

86%

9

Outdoor Kitchen

Job cost: \$14,000
Cost Recovered: \$10,000

71%

10

New Pool

Job cost: \$57,500
Cost Recovered:
\$25,000

43%



Source: National Association of Realtors,
2018 Remodeling Impact: Outdoor Features


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4 REASONS TO STAGE

- 1. Your home will shine online.** Buyers first found 92% of the homes they visited on the Internet. Good staging can make your home stand out before buyers see it in person.
- 2. It shows off the potential.** 77% of agents say staging makes it easier for buyers to visualize a property as their future home.
- 3. It spurs walk-throughs.** Customers are more willing to walk through a home that's been staged, according to 40% of agents.
- 4. Your home will sell faster.** Nearly two-thirds of agents say staging decreases the amount of time a home spends on the market.



THE 6 MOST IMPORTANT ROOMS TO STAGE

- Living room
- Master bedroom
- Kitchen
- Outdoor space
- Dining room
- Bathroom



STAGE YOUR HOME TO SELL

To earn top dollar and sell your home more quickly, you need to make it stand out from the competition. And one of the best ways to do that is through staging.

“Clutter eats equity.”

BARB SCHWARZ

SIMPLE FIXES AGENTS RECOMMEND

- Declutter - 93%
- Full home cleaning - 89%
- Carpet cleaning - 81%
- Remove pets before showings - 80%
- Make minor repairs - 75%
- Depersonalize the home - 72%
- Paint walls - 68%

“Staging is preparing a home for sale so the buyer can mentally move in.”

BARB SCHWARZ, CALIFORNIA REALTOR® AND CHAIRWOMAN OF THE INTERNATIONAL ASSOCIATION OF HOME STAGING PROFESSIONALS.



COST OF PROFESSIONAL STAGING

Most stagers charge \$300 to \$600 for an initial consultation, then \$500 to \$600 per room per month.

REALTORS' ESTIMATE OF IMPACT OF HOME STAGING ON SELLING PRICE

1% to 5%

About one-third of buyer's agents say staging increases selling price by 1% to 5%.

6% to 10%

13% of agents say staging increases selling prices by 6% to 10%.

11% to 20%

5% of agents say staging adds 11% to 20% to selling price.

Sources: NAR 2017 Profile of Home Staging, Househunt.com, realtor.com, Barb Schwarz