

Your Home SOLD For The Highest Price.

No Renovations. No Guesswork.



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The Law of the Vital Few...

It states that 80% of your outcome is influenced by 20% of your actions.

AKA the Pareto Principle or the 80/20 rule.

We both know that there's no shortage of places you could invest your time, money, and energy when preparing to sell your house.

There are so many moving pieces to account for, especially in this market.

And that's exactly where the 80/20 rule comes in.

In this guide, you'll learn the most important tactics and strategies for maximizing the value of your property efficiently and profitably.

As the cover suggests, no guessing games and no expensive renovations.

Just proven strategies that can be tailored to your timeline and your goals.

100% focus on the small changes that really move the needle and put more money in your pocket.

...and a few bonuses at the end.

Enjoy!

-Nick Massa



Avoid These Four Costly Mistakes

Most blog articles and generic home improvement lists will end up costing far more money than they could make you. In many cases, they might not even be necessary.

Here are a few examples:

- **Expensive updates or renovations** that cost \$10,000's and take significant preparation: kitchens, bathrooms, new windows, roof, siding, etc.

Most of these offer anywhere from a 66% to 95% return on your investment, which means they cost you money and time. The downside far outweighs any potential upside of 1-5% return on your money invested.

- **Generic online articles** that offer one-size-fits-all solutions.

Every other home seller reads them. The goal is to make your home stand out, not help it blend in. Oftentimes, these generic updates won't matter much for our market here in Johnson County.

- **Making changes before analyzing the market** and other properties that have sold near you.

There's no guesswork necessary. We can identify the exact features, updates, or changes that are already proven to make you more money—all by looking at previously sold, under contract, and active properties.

- **Leaving money on the table** by not looking through your existing workmanship and manufacturer warranties, or leverage your home insurance policy.

In many cases, you might still be eligible for repairs/replacements under warranty programs. Roofs are a very common one with the amount of hail damage we get.

Maximize Value Without Any Changes

It's important to exhaust all options before investing more time and money into a house you plan to sell. These items can oftentimes make you more money along with good marketing.

Here's a list of options:

Staging—it's the most guaranteed way to net more money.

- *You'll get more showings, offers, and a higher price.*
- *This works for vacant and occupied homes alike.*

Pre-Inspection—it eliminates buyers' uncertainty.

- *It's not for every scenario, but can make buyers more comfortable and avoid issues later on.*

Home Warranty—an added layer of protection for buyers.

- *They offer a wide range of coverage.*
- *They can also save home buyers thousands.*

Incentives/Credits—a potent marketing tool that some buyers may prefer.

- *In some cases this will make more sense than any changes.*

Final: Selling "As-Is"—you sell in your home's current condition.

- *This eliminates inspection issues and inconveniences.*
- *It's not uncommon in the current market.*
- *[Click here](#) to see what it looks like.*

The New Way To Sell For A Premium

The major reason most home sellers leave money on the table is because they try to match the condition of their house to all the other listings on the market.

The same paint colors, the same flooring, the same light fixtures, and so on.

After a while, they all blend in together **especially** for buyers who are seeing 4-5 properties at a time.

That becomes even more costly in this market.

Today, all it takes is **one unique feature** to put an extra \$10,000, \$20,000, or \$30,000+ into your pocket.

Why?

Because it makes your property different and buyers will pay a premium for it, even with high mortgage rates.

Naturally, 90% of the updates, repairs, and preparation you do prior to selling **should maximize the appeal of the 1-3 unique features** of your property.

However, there's no one-size-fits-all here. 'Premium worthy features' vary for each property, price point, and neighborhood.

They could be anything from a highly coveted location, larger lot size, private backyard, convenient floor plan, beautiful kitchen, any updates you've done, amenities in your neighborhood, and the list goes on and on.

We'll break down exactly how to identify them in the next section.

The Max Profit Home Prep System

Here's our simple, three step plan to sell your house for a premium without playing any guessing games or doing expensive renovations:

1 - Identify

This is the most important step. It's all about picking winners.

In order to identify the features that will command a higher price, we look at:

- Previously sold homes near you
- Homes that are under contract
- Homes that are currently active

Here are a couple questions to start:

1. What features does every other home in your area have?
2. What features does your home have that others don't?
3. What features can we connect to the highest recent sales prices?

Reach out for a second set of eyes and sales data on this. I will comb through all of it for you, compile it, and put together a quick video breakdown showing the exact features your home has that the market will pay a premium for.

In some cases, it can even make sense to tour properties that are currently on the market so you can see first hand what your property would be up against.

If we haven't reached this step yet, you can reach me via call/text at [913-386-6692](tel:913-386-6692) or email at nick@nickmassagroup.com to get started.

2 - Maximize

This step is all about turning those unique features into selling points that buyers are willing to pay a premium for.

There are two key tactics here:

1) Strategic Updates

The goal is to minimize time and money spent, while maximizing your bottom line.

We'll use the proven winners from step 1 to make sure every dollar you invest works harder for you:

- **Evaluate ROI:** if it doesn't make a dent in your profit, we don't touch it.
- **Quick, Legitimate Fixes:** it's the small things that count. Whether it's a fresh coat of paint in a room or two or updating a few fixtures, these can dramatically enhance the perceived value of your home.
- **Necessities:** assess the property for critical repairs that could deter buyers and address them, either directly or indirectly using the tools on page 3.

2) Staging

This will make the biggest difference in the least amount of time. It works whether your property is vacant or if you have your own furniture.

Before we get into specifics, have you ever seen this picture?



The reason I ask is because visual perception is everything. You may see a young woman or an old lady...maybe even both!

That's kind of how staging works.

It completely changes how home buyers view your property and how much they're willing to pay for it.

- **Highlight Unique Features:** we can arrange the layout of your home to showcase the winners identified in step 1.
 - For example, if you have a great backyard, that can become the focal point of the entire main floor.
- **Emotion First:** it's the main reason people buy. Personal photos on the wall are fine compared to a completely vacant home.
 - Good staging makes sure buyers can envision their life in your home the moment they step in the door.
- **Softening Rough Edges:** every property has a couple and good staging can make buyers comfortable accepting them.
 - For example, I had a property with an uphill backyard and massive retaining wall. By staging the main level, it shifted focus towards the beautiful floor plan and kitchen.

Let's create a custom plan for both of these tactics: identifying the right strategic updates and staging your property to sell for a premium.

Before doing any of them, it's important to understand your property's current value and how much more it could sell for if you make any changes.

The last thing you probably want is to spend money, time, and energy without knowing the return on your investment.

You can reach me via call/text at [913-386-6692](tel:913-386-6692) or email at nick@nickmassagroup.com for more information.

On to step three...

3 - Market

Far too often, homeowners pour their blood, sweat, and tears into getting their home ready for the market, just to leave money on the table.

Why?

Because hard work only matters if the value of it is effectively communicated to the right people...

The buyers who are willing to pay a premium.

This is where the marketing comes in. Our goal is to captivate buyers who may be casually browsing on social media or seriously hunting for homes.

Especially in this market—there are many buyers that may not be actively looking, or looking in different price ranges or zip codes who could be the most qualified fit for your property...but they often don't even see it on the MLS, Zillow, or search portals.

Here's how you can reach them:

- **Paid Advertising**—it's a goldmine for reaching buyers. Ads on Facebook, Instagram, and YouTube are like digital billboards that highlight your home's unique features.
 - These include high-definition video tours, aerial drone shots, and stunning photos that showcase your property's best assets.
 - Most posts online only reach about 1-3% of the account's followers. Paid advertisements can reach thousands, every single day.
- **Targeted Marketing**—it's less about exposing your property to all buyers and more about getting in front of the ones who are willing to pay a premium.
 - These advertisements can speak directly to the demographic that is most likely to fall in love with your home.
 - We can also place them in front of buyers who are already searching for properties in your area, but haven't found the right one yet.

- **Geo-Targeting**—droves of qualified buyers are moving to the Kansas City area every single week. While getting in front of local buyers is critical, this approach gets your property in front of buyers across the country too.
 - Many are coming from more expensive housing markets where paying more for your property is a no-brainer.
 - Platforms like Facebook, Instagram, and YouTube are freakishly good at putting the right advertisements in front of them.
-

Now, this is just one way to effectively market your home and line your pockets with additional profits.

There are plenty more where that came from.

If you found this helpful and you'd like to see the entire strategy in action, implemented with you and for you, don't hesitate to reach out.

I will walk you through the exact features, potential updates/repairs, and strategies that can help you sell your home for a premium, even in today's market.

Worst case, you walk away with some valuable pointers to increase your home's value and detailed information about your neighborhood's market.

Best case, we implement even half of this strategy and you'll see a notable difference once the funds hit your bank account.

Give me a call, text or email. You'll hear from me personally and we can get started from there.

You can reach me via call/text at [913-386-6692](tel:913-386-6692) or email at nick@nickmassagroup.com.

That's all for this one.

I'm wishing you the highest level of success and am here to support you.

- Nick Massa



P.S. In my experience, every good piece of writing has a post-script. Secretly, they're one of the first things I read.

So whether you made your way through the entire guide or you scrolled immediately to the end, I appreciate you.

Here are a few additional bonuses you might find helpful:

- 1) [Weekly videos about the Kansas City real estate market.](#)
- 2) [Video walkthrough detailing exactly how to prep your house and sell for a premium.](#)
- 3) [Johnson County real estate market report for Summer 2024.](#)
- 4) [To schedule a quick phone call, get answers to all of your questions, and make this entire strategy specific to your property, click here.](#)
- 5) [Access the on-demand seller seminar with 10+ videos breaking down how to sell your house for a premium from start to finish, click here.](#)