



An upgrade as simple as adding a fresh color can help move your home sale to a close.



## The Right Updates to Help Sell Your Home

YOU MAY HAVE BEEN WAKING UP to morning news reports of a looming recession, stock market volatility, and a sluggish real estate market. This leaves many homeowners wondering what to do. There is no doubt that the real estate market has shifted in the past year, but this does not mean doomsday for home sellers.

While the market has pivoted to a buyer's market, meaning there are more homes for sale than there are home buyers, there are actions that sellers can take to set themselves apart from the competition which will help lead to a successful home sale.

If you are thinking of listing your home for sale now, or in the near future, the best thing a home seller can do is to update their home to reflect current trends which will satisfy buyer's wish lists. A good rule of thumb is to re-invest 2-3% of your

home's value in updates and general maintenance each year. For example, update mechanicals such as furnaces and air conditioners to more efficient models. Consider swapping dated appliances for new stainless-steel models.

Updating light fixtures, faucets, and even bathroom mirrors can help to provide a fresh, modern look. All of these items can be picked up at a big box retailer for a reasonable price.


Is your budget too tight to afford new purchases? Updating a home doesn't have to break the bank!

Do you have nice wood kitchen cabinets that are outdated? Consider having the doors re-faced to something more current or having them professionally painted. Updating cabinet hardware is also a great way to enhance the esthetics of a kitchen on a budget.

A coat of fresh paint in a neutral color can

work wonders in any room. Decluttering and a thorough house cleaning can bring out the best in your home. Even performing routine maintenance such as having your A/C and furnace serviced, cleaning your gutters, adding fresh mulch to garden beds, and tidying up landscape can make a big difference in the eyes of a home buyer.

These small changes can lead to a big return, with less days on the market and selling at a higher price. By adhering to the pillars of real estate—condition, location, and price—your home will be much more competitive in the marketplace.

If you are thinking of selling, consider having a real estate professional come and provide a complimentary walk through of your home. It would be advantageous to get advice on what buyers are looking for in today's market and how your home meets those needs, or how it can be updated to meet them. In a competitive market, preparation is key to an effective home marketing plan. 



John Morrison

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