

Smart Remodeling for Sellers

By ANNA CHANG-YEN | Green Shoot Media

If you're holding off on putting up the "for sale" sign until you finish all those repairs and updates, think carefully about how you use your remodeling dollars.

Of course worn out carpet or dull, tired hardwood floors should be replaced. Making the wrong remodeling choices, however, might put off some buyers who aren't particularly fond of your style decisions.

MAXIMUM IMPACT

The experts say to put your remodeling money where you'll get the most bang for your buck — typically bathrooms and kitchens or bringing the home up to par with the amenities offered by other homes on the market in your area. For example, if many of the homes with which you're competing for buyers have granite in the kitchen, this might be a good upgrade to complete before you list. The same goes for stainless steel appliances. If you live in an area where buyers are likely to have the environment on their minds, perhaps some efficiency upgrades are in order.

KEEP IT SIMPLE

The key is to know your market and make sure you keep your projects as simple and neutral as possible to appeal to the largest number



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Bold design choices can be great ... unless you're planning to put your home on the market. Too many personal touches can put off buyers who prefer a more neutral palette.

of buyers. Not every buyer is going to love the pink-tinged granite you chose for the countertops or the nautical navy-blue-and-white-striped paint in the master bath.

Many Realtors and home stagers will suggest that homeowners remove as many of their own personal touches as possible from their homes before listing, in order to give potential new owners a blank canvas on which to imagine themselves in the home. So instead of using your remodeling budget to complete spe-

cific projects you've dreamed of, let potential buyers imagine their own style choices taking shape.

A PLEASING PALETTE

When you're choosing palette and styles, think classic, simple and neutral. This will appeal to the largest number of buyers. According to Realtor.com, a Better Homes and Gardens survey of 400 homeowners found that while people love to see homes decorated with bold colors in magazines, they want their

own space to be a little less splashy. Sixty-two percent favored a blue palette, while green was another favorite. Fifty-seven percent of homeowners said they preferred neutral-toned paint for interior walls.

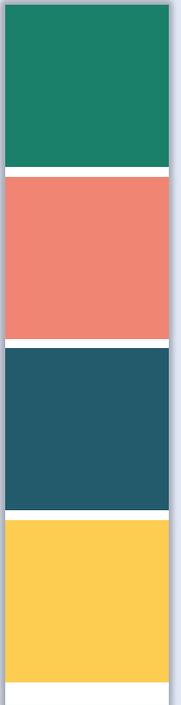
THINK OF YOUR BUYERS

If you're delaying putting your home on the market, ask yourself if the projects you've planned are neutral and commonly sought-out upgrades with wide appeal. Otherwise, think again.

REAL ESTATE 101

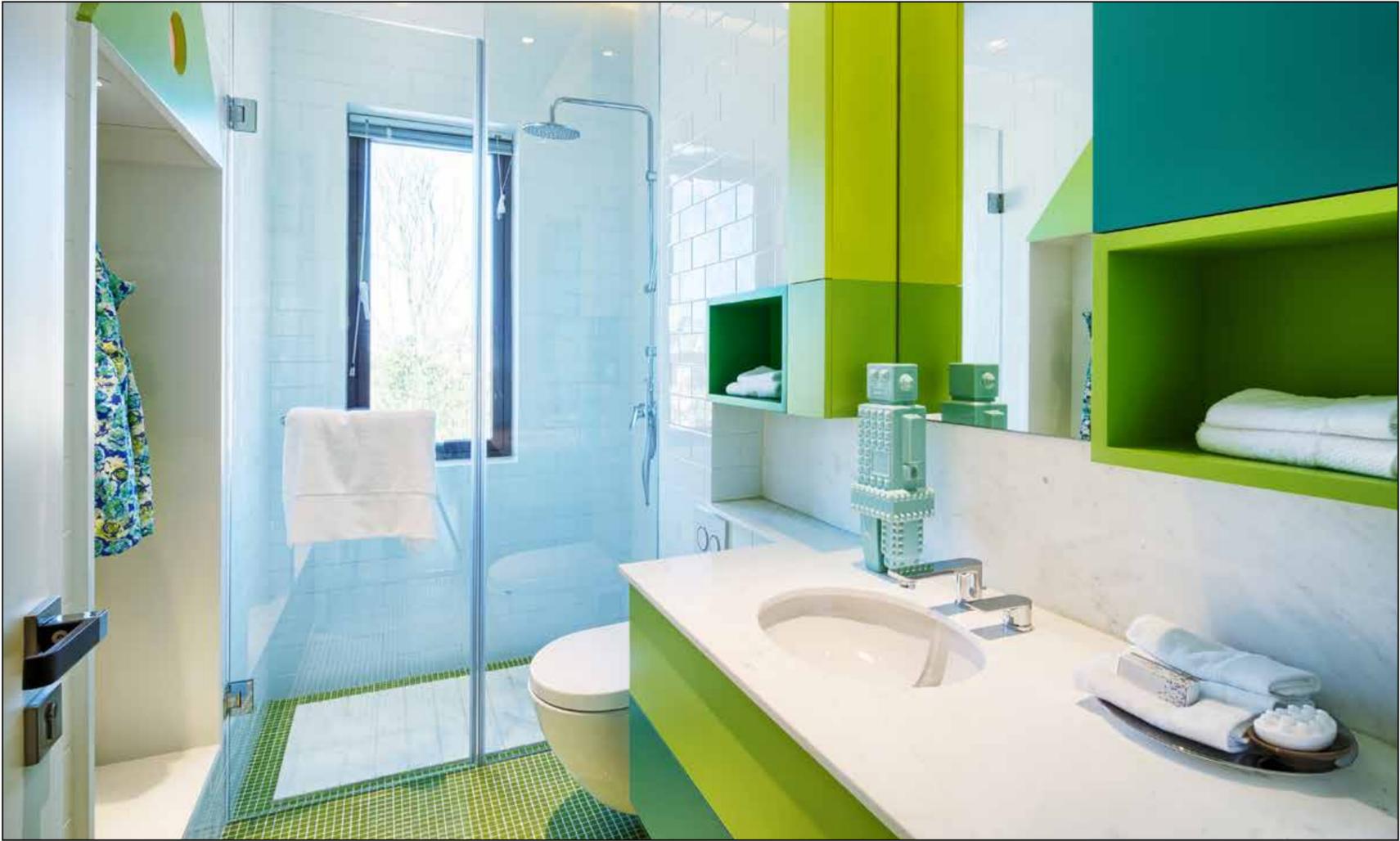
Go Bold ... with Accessories

If you can't resist bright splashes of color, paint accessories to add color against neutral-hued walls. Consider some of Behr's Trends 2016 color choices, which include (from left) Emperor's Silk, Coralette, Galapagos and Canary Diamond. See the entire palette at <http://tinyurl.com/zpch5ks>.



Remember, you won't be the one soaking in that garden tub with the flashy marble surround. It would be a shame for all that work — and the expense — to go to waste on buyers who make a lower offer since they plan to rip it out and start again.

Keep your home's future owners in the back of your mind when making design decisions. After all, you'll be calling a new place home. Focus your efforts on matching your new home's style to your tastes.



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HOMESWISE GLOSSARY

Capital repairs: repairs made to a building system during its useful life, to extend its useful life, or to improve its efficiency, or to cure a maintenance issue.

Alterations improvements and repairs: The cost of any alterations, improvements, repairs and rehabilitation to be made on the subject property.

SOURCE: U.S. Department of Housing and Urban Development

AD SPACE