



10 SUREFIRE WAYS TO SELL YOUR HOME FOR MORE MONEY

by David Collier
Founder Prep 'n Sell™ & RENOMagic™

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Dedication

This book is dedicated to all the homeowners out there, who have struggled with the emotional upheaval of getting their property ready to sell.

We recognize that family homes come with unique memories of children being born, growing up, graduations, and all of life's little surprises. Selling means leaving all of this behind. This is no simple task, and one that needs help and understanding.

Our book is also dedicated to the amazing Prep'n Sell™ franchisees, their staff and team members, who assist our customers through this stressful period.

Our goal is to help customers see the light at the end of the tunnel - even on our first visit. The best part of our business is seeing our clients become friends during the process.

Your work is incredible! The house sold in just a few days at more than \$90k over asking.

David P. / Homeowner

Without your knowledge, insight, professionalism and patience, we would never been able to get through this.

Agnes & Dave / Homeowners

Installing new fixtures in a powder room, or completing a laundry list of projects, we are always confident your work will be completed on time.

Eileen S. / Realtor

You promised a completed kitchen renovation job by the end of March, and you delivered; even with last minute design changes.

Jim T. / Homeowner

My clients really like the 'One Call' arrangement where everything is taken care of...

Peter P. / Realtor

I desperately needed a total kitchen renovation. It turned out better than I expected. My neighbours next door went with RENOmagic™ too!

Tim H. / Homeowner

10 Surefire Ways to Sell Your Home for More Money

Achieving Your Dream	1
Nostalgia Doesn't Sell	7
Clean And Get Fresh	13
The Clutter Cocoon	19
Painting Equals Profits	27
Setting The Stage	33
On The Floor	38
Bathroom Magic	44
The Kitchen Rescue	51
Get Curb Appeal	57

Achieving Your Dream

I'm lucky and I'm living the dream. I love my Prep 'n Sell™ and RENOMagic™ business. Every day we get to help families see more money for the homes they want to sell, or build them the great environments that they have always dreamed of.

Whether prepping a home for resale, or facing a first time 'reno', our experience is that most homeowners find the prospect somewhat overwhelming. Where do you start? How much do you spend? Should you stay or leave? Do you use professionals? What are the best materials? All daunting tasks for a person or couple in transition.

This guide was developed and written to help make the home selling or home 'staying' renovation process easier, help avoid costly pitfalls, and show our clients and friends how to save money, and most importantly, make more money when they sell their home.

In the next few short chapters, we will give you all the ideas you need to impress buyers, create

excitement, and turn your home into a high performance asset. These ideas will come in chronological order from the least investment and effort, to ones that are more capital intensive and require further time commitments. Throughout this guide, we will also highlight some ‘Toolbox Tips’ that we have picked up over the years to help save you from making a mistake, enhance your property appeal, or quickly make more dollars.

Many people put their home on the market without any improvements whatsoever, assuming that the buyer is not necessarily looking for a dream home - just not a ‘wrecker’. This happens a lot with estate sales. Estate homes generally need attention, as an aged property may need to be freshened to meet current standards of acceptance and desirability, but, anxious sellers rarely get the maximum if they rush the sale.

The problem usually starts when all members of the family get involved, and have different ideas about how to market the family home. It can get complicated. Some are interested in fixing it up to maximize the return, and other just want to cash out as soon as possible. Too many people lose tens of

thousands, and even six figure payouts due to hasty decisions.

Dave's Toolbox TIP: If cash is tight, this is one time where borrowing funds or using a line of credit or company financing can make a lot of sense.

A client once called me to take a look at her father's home. She had been living abroad for 10 years, and she returned home to help her 85 year old father into a nursing home.

The family home needed some serious work, and we prepared a proposal for her. The father was reluctant to do anything to change what he'd been used to, so all we were able to do was clear out the contents, clean it up, and deodorize.

When I saw what it eventually sold for, I realized that they could have easily doubled or tripled their investment from the sale with our recommendations.

If there is anything that I have learned over the years working the Prep 'n Sell™ and RENOMagic™ program, it's that the way you live in a house is not

the way you sell it. But, if someone can imagine themselves living in the enticing picture that you have created, you are well on the way to having it sold - for good money.

I have also experienced situations where the real estate agent and the vendor have said to me; “We have interest from a builder. He might buy it and fix it up, so we aren’t going to do any improvements”. Well, that interest had better work out, because the builder / investor market is rarely 30% of the total market.

You could be shrinking your potential buyer market by 70 to 80% travelling this path. And, many in the overall market will not buy a home needing any work – even painting.

Some have lived through a renovation before, and now that they are older and have more money, they can be pickier, and demand a house that is ready to move into. Many buyers will pay quite a bit extra for a home that is 100% complete.

The people that make their living getting you money for your house (everyday) will have lots of advice for

you. Listen to the home stagers, real estate agents, and property inspectors; they have lots of experience and real results to share.

But, most of them will also be in the business of collecting fees from homeowners, so their prime motivation may not always be to get you the maximum dollar for your home.

Prep 'n Sell™ looks at projects from the other side of the cash register. Our entire company model is based on holding the property back from listing until it's in maximum profit position.

Prep 'n Sell™ Home Service Consultants are ROI experts, and we know what works to raise a property's desirability and bring the highest return on investment.

In the process of acquiring a listing, real estate agents will come and give you their opinion on your home resale value at no cost to you. This is standard industry practice.

As you listen to his or her presentation, listen carefully, and understand that their goal is to secure

your listing before leaving. That is their business. To Real Estate Agents, new listings are an opportunity to put up a sign, have a few open houses and start marketing the property, and, the sooner the better.

In a hot market, little effort is required to get buyer interest. In the rush to get your listing and get your home on the market, some realtors may even suggest that buyers will overlook your cracked counter top, old wallpaper and overgrown back yard. What seldom comes up in conversation, is how all this ‘overlooking’ also comes with lower offers.

Just listing the property and doing very little to prepare your home for resale may not work out the best for you and your family. If you invest a bit to get the return you desire, you won’t have future regrets about leaving money on the table and walking away from it forever. Additional home resale dollars may be the cheapest tax free money you will ever make. Turn the page and get started.

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STOP LEAVING MONEY ON THE TABLE FOR OTHERS!

You owe it to yourself and your family to secure the absolute highest amount you can on the sale of your family home. Remember, it's all tax free.

Learn from an Expert

As the founder and developer of the Prep 'n Sell™ and RENOmagic™ franchise systems, I've been involved in renovations, rebuilds, refurbs, teardowns, spruce ups, and stagings. I've worked with real state agents, brokers, stagers, tradespeople, do-it-yourselfers, distraught homeowners and just about everyone else involved in the marketing and selling of the family abode.

We can help!

David Collier

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