

What will the return on investment be?

ROI GUIDE



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It starts right here! This is where we save time and money, bring you the highest return, and move you to your next chapter!

When we think about moving, we often create a list of tasks we believe need to be completed. Projects we've put off come to mind, and we try to determine if making those changes will be worth it. However, buyers may have different priorities, and your property might not need any changes at all. As homeowners, we tend to notice things others might overlook, which can compel us to address these items. On the other hand, buyers might see what they consider issues that we believe are perfectly fine, potentially impacting the sale of your home.

I'm here to help you prioritize your time and budget to focus on what will help you achieve your sales goals. This guide offers a general idea of the potential return on investment (ROI) for home improvements. While it's useful, it should not be used as a strict rule. Factors such as property location, age, and value, plus this data's accuracy can skew the estimates. Remember, each property is unique, and many factors beyond what we've discussed should be considered before investing time and money in projects that may or may not make a difference.

Before you invest more in your property, I'd like to offer a walk-through to discuss how to best prepare it to maximize its value. We can also arrange follow-up appointments with designers, stagers, or contractors for estimates and consultations. Preparation is key. Considering what is most important to your goals, we'll create a tailored plan. Some of these specialists are included in my services for clients.

Homes not prepared for today's buyers, priced too high, or not marketed well, can linger on the market, often resulting in either price reductions if the property stays unsold or buyers requesting discounts and concessions. Proper preparation, pricing, and marketing align your property with your goals by considering, not only the costs of updates and repairs, but also potential ROI, market time, and what concessions buyers might request. Even with the information we've reviewed, it's essential to conduct a walk-through and evaluate the specific market data for your neighborhood.

Beyond just looking at numbers, we need to consider recent sales, days on market, and property conditions to understand how your home compares. This approach will help us decide if any updates are needed to maximize your return and reduce time on the market. It's about more than just numbers—it's understanding how your property fits into the current landscape and making informed decisions to prepare it for a successful sale.

During my visit, I'll bring a property and neighborhood report. Together, we'll review this information and create a strategy tailored to your property's specific situation. With this information, you can decide what's best for you at this stage—whether you decide to stay or move forward to find a home that better suits who you are today.

To ensure we're considering all the factors, I'd love to schedule a property walk-through and review the detailed market data together. With this information, we can create a plan to help you achieve your goals more effectively. Please call to schedule!

A thought for you —The hardest place to be is on the fence. Once a decision is made, clarity emerges, and the weight of indecision is lifted. With a clear path forward, we can direct our energy and focus on actions that align with our goals. Embracing the choice allows us to open ourselves to new experiences and the chance for the life that fits us better for who we are today.

*This ROI Guide was gathered through multiple online sources and not through our proprietary real estate software.

I am always here for you,
Brenda Franklin, Your Realtor

Project	Description	Job Cost	Cost Recouped	ROI
Universal Design Bathroom Remodel	Useful design for users with a variety of abilities	\$30,000	\$21,000	70%
Upscale Bathroom Remodel	Remodel an existing bathroom with upscale features	\$50,000	\$32,500	65%
Midrange Bathroom Addition	Add a midrange bathroom	\$50,000	\$35,000	70%
Upscale Bathroom Addition	Add a new upscale bathroom	\$75,000	\$45,000	60%
Vinyl Siding Replacement	Replace old siding	\$14,500	\$10,000	74%
Fiber-Cement Siding Replacement	Replace old siding	\$17,500	\$15,750	90%
Asphalt Shingle Roof Replacement	Replace existing roof with new asphalt shingles	\$25,500	\$19,000	76%
Steel Entry Door Replacement	Install a new steel front door	\$2,200	\$1,980	90%
Fiberglass Grand Entry Door Replacement	Install a new fiberglass front door with glass	\$10,000	\$7,500	75%
Midrange Primary Suite Addition	Add a midrange primary suite to the home	\$125,000	\$87,500	70%
Basement Remodel	Finish or update a basement	\$70,000	\$49,000	70%

This information was gathered through multiple online sources. Please verify information through your own study.

Project	Description	Job Cost	Cost Recouped	ROI
Upscale Garage Door Replacement	Replace existing garage door with a new, upscale model	\$4,000	\$4,800	120%
Manufactured Stone Veneer	Add stone veneer to exterior facade	\$10,000	\$11,000	110%
Minor Kitchen Remodel	Update kitchen cabinets, countertops, and appliances	\$25,000	\$23,500	94%
Midrange Major Kitchen Remodel	Completely remodel the kitchen with midrange finishes	\$75,000	\$52,500	70%
Upscale Major Kitchen Remodel	Completely remodel the kitchen with upscale finishes	\$150,000	\$97,500	65%
Wood Deck Addition	Add a wooden deck to the backyard	\$15,000	\$13,200	88%
Composite Deck Addition	Add a composite deck to the backyard	\$22,000	\$15,400	70%
Window Replacement (Vinyl)	Replace old windows with vinyl windows	\$20,000	\$16,800	84%
Window Replacement (Wood)	Replace old windows with wood-framed windows	\$24,000	\$18,000	75%
Midrange Bathroom Remodel	Update an existing bathroom with new fixtures and finishes	\$20,500	\$16,000	78%
Backup Power Generator	Install a backup power generator	\$15,000	\$10,500	70%

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