



An Australian Homeowner's Guide TO COSMETIC RENOVATIONS

CREATED BY YOUR PROPERTY PROFITS

Contact us for a free consultation, with no obligation

0411 648 908

HELLO@YOURPROPERTYPROFITS.COM.AU

Welcome

TO OUR GUIDE TO RENOVATING YOUR PROPERTY FOR Maximum Profit

CONTENTS

Renovating to Maximise Profit ... 2

Where to Start ... 3

Evaluate the Potential of your Property ... 4

Questions to Consider ... 5

Planning your Renovation ... 5

Updating Living Spaces ... 6

Updating Kitchens ... 6

Updating Bathrooms ... 7

Updating Bedrooms ... 7

A Few Essential Tips ... 8

One Last Thing ... 9

Examples of our Work ... 10

Your Notes ... 11

**WE HAVE CREATED THIS GUIDE TO EXPLAIN
THE BASICS OF RENOVATING YOUR HOME
BEFORE SALE, AS WELL AS SHARING SOME
OF THE INSIDER TIPS AND TRICKS FOR
MAXIMISING YOUR PROFIT.**

If you would like to receive a comprehensive, and no-obligation consultation, please get in touch by calling us on 0411 648 908, and find out how we can help you.



BEFORE WE BEGIN, IT'S IMPORTANT TO UNDERSTAND THIS UNIQUE FOCUS

RENOVATING FOR COMFORT VS RENOVATING TO

Maximise Profit!

Renovations on a home are usually conducted to reflect your own family's needs; do we need extra space, a covered garage, a second level, or would we enjoy a swimming pool?

Sure, you might look at what 'adds value' to your home in the long run, but the first priority is to make sure your home fits your family's specific needs. Renovating to maximise profit, however, requires a new mind-set entirely.

This is the time when you need to think about what a potential buyer would be interested in. What they would want included, and what would make your home appeal to them best. Every decision made needs to be framed in terms of the buyer.

Our Tip

**IT'S ALL ABOUT RENOVATING WITH
YOUR HEAD, NOT WITH YOUR HEART.**

Remember that you are renovating to appeal to the majority of buyers in your area, in order to increase the number of possible purchasers. It's not about what you like, it's about what will sell.

So, if you are planning to renovate your home before putting it on the market, you will need to consider where you will get the biggest 'bang for your buck'.

In other words, what do potential buyers look for? What will make them consider purchasing, and what will encourage them to spend more?





WHERE TO START?

Research, Research, Research!

IT'S THE KEY TO A SUCCESSFUL RENOVATION

The following two questions will give you your scope and starting point.

WHAT SORT OF BUYERS WOULD BE ATTRACTED TO YOUR HOME? AND,

WHAT IS THE RANGE FOR SALES OF OTHER PROPERTIES IN YOUR AREA?

That's not to say that you won't get a higher sale, or reach more buyers, especially if you take advantage of professional help from **Your Property Profits**, but it is a helpful place to start.

First, spend some time going to the open houses in your suburb and attending auctions. Ask the agents about owner price expectations, and then follow up on the sale price to see how accurate their valuation was.

Note down what type of houses are getting top dollar in your area? Did these houses have a new kitchen? Did

they have an office or an outdoor living space?

Be sure to take a notebook to these inspections and open houses, and make a note of not only the properties on offer, but also what sort of people are looking at each house.

Also listen to what these potential buyers are saying at inspections to discover what features most appeal to them, so you can apply this in your own renovations.

Discover who the potential buyers are for your property? Are they young families? Empty nesters? First homebuyers? Are they investors? What are their needs? How can you best cater to them?

Your Property Profits provides an ideal service for those who just don't know where to start a renovation, or how to maximise their property value. For a free, comprehensive and no-obligation consultation about your home, please call us on **0411 648 908** and find out how we can help you.

EVALUATE THE

Potential

OF YOUR PROPERTY

After you have thoroughly researched the value of properties in your area, it's time to discover where your house fits within the property market.

The best way to do that is to contact your local real-estate agents and request their advice. Ask three to five agents to visit your home to give you a valuation of what they feel it's worth. While every agent will have their own view on its value, you should see some consistencies. This will give you an idea of where they think your home would sit on the market right now as it is.

While they are at your house, ask them for their advice about what you could do to your property to maximise the sale price. Do they think your kitchen could be renovated? Do they think you have curb appeal?

Ask them to explain why some areas might need an update and what that could potentially do for your sale price. Also ask them what types of updates are most valuable from the point of view of return on investment.

After this, spend a moment taking a cold, hard look around your home to see what is letting it down in terms of its presentation. Are there unfinished jobs to complete? Peeling paint? Rubbish? Is there too much furniture or too little furniture? Is the colour scheme outdated? Make a list of everything you're noticing and mark down what is essential to update and what would be helpful to update.

If you feel you can't be unbiased (we all love our home, after all), consider asking a close friend who can be trusted to tell you the truth as they see it. If you can afford it, the best way to proceed at this point is to hire an experienced interior stylist (or **Your Property Profits**).

Our Tip **A PROFESSIONAL STYLIST
WILL ALWAYS BE WORTH THE INVESTMENT**

Not only do they come with a black book of useful contacts, they are also acutely aware of all the latest trends in design, as well as what will work best in your home.



SOME *Questions* FOR YOU TO CONSIDER

Once you have worked out what your home needs in order to sell for more, you'll need to make the decision of whether you undertake these renovations yourself or chose to use a professional company.

SOME QUESTIONS TO ASK YOURSELF WHEN DECIDING

- Do you have enough money or savings to spend on the required renovations?
- If you do not, are you happy to go into debt to pay for them?
- Do you have enough time to project manage the renovation?
- Do you know the right trades people to employ?
- Are you confident that you have the expertise to renovate the property yourself?
- Are you confident that you are not overcapitalizing with your planned changes?

Planning YOUR RENOVATION

Before you start, you'll need to work out how much of your budget you will spend on each part of your home. This will be determined by not only your budget but also by the discussions with the real estate agents on your property's potential and the amount of work required in each room.

Once you know your budget and have an idea of what areas of your property you want to update, you'll need to construct a renovation plan including the timeline.

Take in to account when you want to put your house on the market and which renovations can be done simultaneously. Also which renovations are the most time consuming and which ones may be the most challenging.



Don't forget TO ALLOW EXTRA TIME AND BUDGET FOR CONTINGENCIES

First impressions, first. As with most things, first impressions count when you are selling your home. So it's important to impress your potential buyers from the moment they see your property.

OUTSIDE

If you don't make a good impression outside, any buyers could just drive by and not even come in to inspect. Your home needs to have street appeal, so a tidy front yard is vital.

Spending money on landscaping and plants could be the best investment you will make for the successful sale of your home. Visit the **Your Property Profits** Facebook page to get inspiration for how to style your home so it's ready for sale.

Plants are one of the cheapest ways to freshen a façade, and you can modernise a garden with a very small investment. If you are doing any garden maintenance, schedule this first so the garden has a chance to settle in and recover by the time the house is on the market.

INSIDE

Clutter in your home distracts buyers from the merits of your property and it also makes it difficult for them to imagine themselves living in the home.

De-cluttering can bring a home up to date almost immediately. After all, it is free to do and will help to maximise space in your home. Spend a weekend going through everything you own – consider listing unwanted items on Gumtree or eBay to secure some cash, give to charity, or be ruthless with throwing out items you don't need.

This is also important if you are planning to downsize. If there are items you want to keep, but won't need in the next three months, put them into storage. This might include books, family photos or knick-knacks. Pack them carefully away and you will be surprised how much more open and modern your house feels. If you want to get rid of some furniture, now is a great time.



Your Property Profits will ensure you extract your property's full potential value, with no upfront costs to you. If you don't want to be the project manager of your renovations, feel free to contact us for help, on 0411 648 908.

UPDATING YOUR *Living Spaces*

In the living room, create separate spaces for dining, relaxing and TV viewing if possible. This can be done with the use of updated furniture and clever placements. The key is to get more value from the space.

Paint will always be the renovator's best weapon. A fresh coat of paint gives a room a fresh look, or brings a dated decorating scheme back into fashion. If in doubt about colour, go for white. You may be surprised what can be painted – floors can be updated with a lick of paint, as can tables and built-in cupboards. Don't be restricted to walls and ceilings. Modern light fittings are also a simple and cheap way to update a space. Aim for simple lines and keep to a budget.

Many lights come in a range of sizes, so installing lights from the one style series – large fittings in the living areas, smaller ones in the hall, soft wall lights in bedrooms – can unify your home and create a coordinated look. Floor and table lamps can be less expensive options than ceiling lights, and you can move them around the room to suit your space as well.

Our Tip

**LAYERING TEXTURES AND FABRICS
IN YOUR LOUNGE AND BEDROOM
WILL PROVIDE A FEELING OF
WARMTH AND COMFORT.**

You can do this by adding cushions, throws and cushions to couches, chairs and cosy corners. Rugs and floor coverings are a great way to help define spaces and to add colour, especially on tiles or wooden floors. A cosy rug in an interior space creates an inviting look. Opt for a flat weave, thick wool pile or faux hide/furs for a touch of opulent style if that works in your space.

Adding patterns to interior spaces will provide a little add drama and interest if you have tired furnishings in a room. Patterns on cushions are also a quick way to jazz up any room.

If you don't want to be the project manager of your renovations, please call us on 0411 648 908 and find out how we can assist, with no upfront payments necessary.



UPDATING YOUR *Kitchen*

Kitchens are the heart of the home and are key when you are looking at the best way to add value to a home. A good kitchen will sell the house. If you have a limited budget, this is where you should spend your money.

Changing everything in your kitchen is not necessary, just the things that add the most value. So if the floor plan works, consider simply painting the kitchen cupboards or replacing them. Solid timber doors benefit from new paint – go for a classic neutral such as white or grey – while chipboard doors can usually be replaced with new cupboard doors to bring them up to date. Bunnings or Ikea have some great options.

Modern appliances can make a difference on open day – the oven or cooktop is where you should spend your money. A modern stainless steel appliance will always present well, and consider replacing kitchen taps with a modern streamlined mixer. Both these improvements help to update a kitchen.

If you are thinking of changing the floor plan, head online first. Bunnings and Ikea both have great online planning tools that can help you design a flat-plan kitchen. If you aren't confident in installing a kitchen yourself, it might be best to employ a professional as a DIY job gone wrong could devalue your property.

Bench tops are also a quick fix – if you have an old timber bench top you can replace it with a modern laminate or man-made stone for a reasonable amount and give the whole room a facelift. Knowing what people are buying in your area will tell you whether or not you need a stone top or whether laminate will suffice.



UPDATING YOUR Bathrooms

The next most important room is the bathroom, but make sure you don't overspend here because bathrooms can be expensive.

It's a rule of thumb to not spend more than 2% of your current property value on a bathroom renovation, so you don't over-capitalise.

If the layout works, you can limit yourself to updating the fixtures and fittings, and also add in modern tiles. Don't forget to paint, clean and fill any cracks or gaps.

Tapware is somewhere you can easily add value. Go for contemporary styles. Simple is always best and we recommend you keep to neutral tones; you can always add pops of colour with towels and plants.

Our Tip

IT'S A RULE OF THUMB NOT TO SPEND MORE THAN 2% OF YOUR CURRENT PROPERTY VALUE ON A BATHROOM RENOVATION.

UPDATING YOUR Bedrooms

Apart from the kitchen and bathroom, bedrooms and living areas can add value to a property if they are modern, updated and styled well.

The best bang for your buck in non-wet areas is paint. A fresh coat of paint will work wonders, and is a quick and easy way to make sure your colour scheme is fresh and contemporary.

Modern window treatments are also cost effective and create a contemporary feel for very little spend. When styling bedrooms, the key is to remove as much furniture as possible and add any beds in each room. Double beds are best as they make the room appear larger, and bunk beds can be beneficial in kids' rooms.

Add in a desk where possible so the room is multi-use and if you have more than two rooms or have a room a bit on the smaller side, don't forget to consider adding a nursery or work office. This not only helps potential buyers feel the value in the property but it will also allow smaller rooms to seem more useful.



A FEW

Essential Tips

MAKE SURE YOU DON'T OVERCAPITALISE

- Check the median house price in your area, and make sure that you stay within the parameters.

GO FOR A CLASSICAL NEUTRAL PALETTE

- Whites, greys, with touches of pastels and/or black will always appeal.

CONSIDER HIRING A STYLING PROFESSIONAL

- A stylist can add modern furniture and colour in the form of accessories such as cushions, throws and linen when the house is for sale.

KEEP THE HOUSE CLEAN!

- We advise you get regular cleaners while the house is for sale – the investment will be worth it.

FINISH ALL THOSE JOBS AROUND THE HOUSE

- Replace hinges and touch up any painted areas. Unfinished jobs send red flags to sellers that you haven't maintained the property well.

Our Tip

UNLESS YOU'RE A PROFESSIONAL OR HAVE EXTENSIVE EXPERIENCE, IT'S USUALLY NOT WORTH THE RISK OF DIY-ING THE RENOVATION WHEN YOU INTEND TO SELL YOUR PROPERTY FOR PROFIT.

Yes, Do-It-Yourself is tempting, but you'll find in the long run that you'll often just end up spending more!

Call us on **0411 648 908** and find out how **Your Property Profits** can help manage your renovation.



YOUR PROPERTY PROFITS ENSURES OUR CLIENTS WALK AWAY WITH MORE MONEY IN THEIR POCKETS, AND BETTER CHOICES FOR THEIR FUTURE.

One last thing

YOUR PROPERTY PROFITS CAN MAKE SURE YOUR RENOVATION GOES SEAMLESSLY WHILE WORKING TO MAXIMISE THE PROFITS YOU MAKE WHEN YOU SELL YOUR HOUSE.

YOUR PROPERTY PROFITS ALSO PAYS FOR YOUR RENOVATION UPFRONT*. WHICH MEANS YOU ONLY PAY WHEN YOUR PROPERTY SELLS.

Please contact us if you would like to receive a comprehensive, and no-obligation consultation about your home, we'd love to speak with you.

You can also visit **Your Property Profits** on Facebook for some styling inspiration for your home to ensure it's ready for sale.

Get in touch

W : WWW.YOURPROPERTYPROFITS.COM.AU

E : HELLO@YOURPROPERTYPROFITS.COM.AU

T : 0411 648 908

FB : WWW.FACEBOOK.COM/YOURPROPERTYPROFITS

IN : WWW.INSTAGRAM.COM/YOURPROPERTYPROFITS

* Ask us how 'conditions apply'.



SOME EXAMPLES OF OUR WORK

YOUR
PROPERTY
PROFITS



Kitchen RENOVATION

Glenorchy, Tasmania
Managed by Your Property Profits

Get in touch to find out how we can help you maximise the returns from your home sale by using stylish renovations to attract buyers!

Living Room RENOVATION

Lindisfarne, Tasmania
Managed by Your Property Profits

We can help manage your renovation, with no upfront payments necessary. (Conditions apply)



Bathroom RENOVATION

Glandore, Adelaide
Managed by Your Property Profits

For a professional valuation of what needs to be done to your home to maximise your profits, call 0411 648 908.

A space for
YOUR NOTES

Thank you for reading our ebook. We hope you find this a useful tool as you begin your home renovation, and we invite you to get in touch with us to find out how we can assist you further.

By mixing extensive training and expertise with some of our best and most reliable trades people, **Your Property Profits** can transform your home so it attracts more buyers, a higher sale value and a larger overall return.

CALL US ON 0411 648 908, OR VISIT US ONLINE WWW.YOURPROPERTYPROFITS.COM.AU