



REFRESH NOW | SELL FOR MORE | PAY LATER

# The Smart Seller Guide

Maximize Your Home Sale Without Overspending

Presented to

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Presented by

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WELCOME

# What to Fix

## Essential Improvements for Selling

If you're like most homeowners thinking about selling, you're asking one BIG question: "What should I fix, update, or improve before I sell?". This guide will help you answer that — with less guesswork, less stress, and no upfront cost.

Whether you're downsizing, relocating, or just ready for the next chapter, we're here to help you sell smart — and walk away with more.

Refresh Now. Sell For More. Pay Later.

— The Refreshify Team



# What Buyers Actually Notice (And Pay For)

First Impressions Matter — But Full Remodels Rarely Pay Off

## ✓ Here's what gets attention and offers:

- Fresh paint in neutral, modern tones (think soft taupes and warm whites)
- Updated lighting (pendants and LEDs)
- Decluttering + professional staging
- Modern cabinet hardware and fixtures
- Clean flooring — vinyl planks, refinished hardwood, or staged rugs
- Fresh landscape - first impression matters

## ✗ Skip These (unless truly necessary):

- Full kitchen or bathroom remodels
- Replacing major systems (unless broken)
- Over-personalized designs



# Why You Shouldn't Pay Out of Pocket

83% of sellers overestimate what they need to spend before listing — and leave money on the table.



When preparing to sell your home, avoiding out-of-pocket costs is crucial. Sellers should focus on maximizing their return. **By not investing** money upfront for repairs or improvements, sellers can prevent unexpected financial burdens during the home selling process. **We front the cost and only get paid at closing.**

Instead, leveraging alternatives, like home equity financing or strategic pricing, allows sellers to maintain more financial flexibility. **Smart sellers** recognize the importance of minimizing expenses while still achieving a successful sale. Understanding these strategies can lead to significant savings.

# Our Process (How It Works)

## Your Home Journey

This page outlines the **step-by-step** renovation & selling process designed to guide homeowners through each phase of their home sale. From preparing your home for listing to closing the sale, each phase is carefully structured to ensure a smooth transaction. With actionable items and clear milestones, sellers will feel empowered and informed throughout their journey. Each step is crucial for maximizing results without overspending.

We look at your home's condition, comps, and opportunities for visual wins.

You'll receive a list of recommended updates based on ROI — not guesswork.

Our trusted crews manage the refresh — while you relax.

We list your home in top condition — and get you the strongest offers.

All prep costs are paid at closing. Zero stress, zero upfront.

### Phase 1

Free Home Valuation & Strategy Call

### Phase 2

Smart Refresh Plan

### Phase 3

We Handle the Work

### Phase 4

We Market & You Sell for More

### Phase 5

Pay Later, From Proceeds





## Happy Clients

"I requested bids from 2 companies for the same work. Refreshify sent the lowest bid and was able to start right away. So we chose them to get the house ready for market. There were some hiccups along the way but Marv and his team made things right in the end. We finished with a beautiful paint job, new closet doors and several needed repairs. Comments from realtors who have seen the home say it is an excellent show!"

— Susie Cook, Bothell, WA

Client  
Success

# Get Your Home Valuation!

## What's Your Home Worth Now?

You've built up equity. Now it's time to unlock it — smartly.

### Key Points

#### ACCURATE PRICING

A professional valuation ensures your home is priced **competitively**, attracting more potential buyers quickly.

#### MARKET TRENDS

Understanding current trends helps you position your home effectively, maximizing your sale potential in a **dynamic market**.

#### INCREASED OFFERS

Homes with a professional valuation often receive higher offers, as buyers trust the **market analysis** behind the price.

Want to see what your home could be worth after a strategic refresh?

 Book a free strategy call or send us an email to get started.



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# Let's Unlock the Full Value of Your Home!

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Book us: [https://calendly.com/book\\_with\\_refresh-ify/30min](https://calendly.com/book_with_refresh-ify/30min)

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