

25 FACTORS THAT IMPACT YOUR HOME VALUE

Did you know… your home value is about more than comps and a fresh coat of paint. Get real insight into what important items can impact your home value?

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Most people understand that cosmetic changes can add value to a home. But there are some other issues that are going to immediately discourage buyers from bidding on your home. Read on to learn what they are (and what to do about them!).

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THINGS YOU CAN'T CHANGE (BUT CAN MARKET AROUND)

1. **Street name:** live on "Wimpy Way"? Street names may stick out to potential buyers and be a detractor. You can't change it. You can **(a)** make light of it or **(b)** downplay it in your marketing.

2. **A neighbor's home:** live next to a hoarder? You may not be able to conceal that fact, but you can direct attention elsewhere by pointing out "nearby" amenities or positives about the neighborhood.

3. **Power plants or landfills:** close to utilities? These can lower your property value. While you can hide any aspect of your home or location, you can build up all the positives that offset some of the negatives.

4. **Nearby foreclosures:** comps are a big deal. If there are numerous, visible foreclosures and eyesores near your home, you'll have to go the extra mile to amp up your own curb appeal and show off in comparison.

5. **Neighborhood:** school systems, neighborhood reputation and other dynamics will invariably impact how potential buyers feel about your home. These are unavoidable, but your home still has value!



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AESTHETICS

6 **Bright colors inside:** a common piece of advice offered by REALTORS® is “neutralize your decor” before selling.

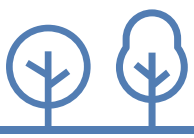
7 **Bright colors outside:** you may love your hot pink shutters and door, but your outdoor paint is also a point of consideration for curb appeal and home value.

8 **Excessive landscaping:** if you are a horticulturist, you may love the proliferation of spidery plants and unique vines. The maintenance this implies for homeowners could be a turnoff.

9 **Dirty driveway and sidewalk:** dirt and residue on a sidewalk and driveway can make your home look dingy or older than it is. A little pressure washing can go a long way

10 **Dirty roof:** same goes with a roof. It may look older than it is if it’s caked with gunk and grime. Get it professionally cleaned and you’ll get fewer questions about how old it is.







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POSITIONING

11 **The lot:** corner lots may sell for more and where you are on a lot can be used to promote a higher value. Some people love the phrase, “eastern facing windows” in a home description.

12 **Major roads:** if you are near highly trafficked roads, it can be a drawback for some buyers. Talk up new windows or other ways the home is shielded from the noise and busyness.

13 **Nearby neighbors:** if you have a lot of renters in your neighborhood, it may be less appealing to future buyers.

14 **Major airports:** if you are near an airport, buyers may be afraid of the noise. Instead, you can bill the home as “commuter friendly”!

15 **Near a cemetery:** some people are superstitious or just don’t want to live near a cemetery. The good news is, cemeteries are often beautifully kept pieces of land. For the right buyer, this can be a benefit.





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EVEN MORE

Think we've covered it? Think again. Here are some additional factors that could impact your home value:

16 Energy inefficiency

17 Broadband access

18 Invasive plant or animal species

19 Unpleasant home history

20 High crime

21 Pollution

22 Flood plain

23 Over improvements

24 Niche improvements

25 Space allocation





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READY TO MAKE STRATEGIC DECISIONS TO GET TOP DOLLAR FOR YOUR HOME?



I CAN HELP! CONTACT ME AND WE'LL GET YOUR HOME SOLD!

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