



ROI HOME PREP: CHECKLIST & COST GUIDE

These are the top updates East Valley homeowners choose when they want results, not just activity. Think of this as a practical playbook: focused, realistic, and designed to help you decide which investments will most likely increase buyer interest and net proceeds.

Below you'll find:

- A concise list of high-impact updates
- Typical cost ranges you can expect in our market
- An estimate of the value lift (ROI) you might see when executed well

Use this guide as your starting point. If you want a tailored property-by-property analysis, I'm happy to walk one through with you privately.

Our clients in Gilbert and Scottsdale have averaged a 6-10% higher sale price after following this prep plan.

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SMART ROI HOME, KEY UPDATES

1. Exterior & Curb Appeal

💰 \$1,200–\$4,500

A clean facade, updated trim, and a fresh coat of neutral paint can raise perceived value instantly. In the East Valley, homes with refreshed exteriors sell **5–8% higher**, roughly a **90–150% ROI** on minor upgrades.

2. Kitchen Refresh (Not a Remodel)

💰 \$2,500–\$7,500

Skip the full renovation. Paint the cabinets, replace hardware, add new lighting, and modern backsplash, buyers love a clean, move-in-ready kitchen. Expect a **70–120% ROI**, depending on finishes and neighborhood price point.

3. Bathroom Touch-Ups

💰 \$1,000–\$3,800

RegROUT, update fixtures, add a statement mirror, and you're done. These small updates make bathrooms feel brand new and often return **60–100% ROI**.

4. Professional Staging (Key Rooms Only)

💰 \$1,500–\$4,000

Focus on the living room, primary bedroom, and entryway. Staged homes in premium markets like Scottsdale or Gilbert average **8–10% higher** sale prices, that's roughly **150–300% ROI** for a small upfront cost.

5. Pro Photography + Virtual Tour

💰 \$350–\$750

Listings with high-quality photos and tours generate **2–3x** more inquiries and sell **30%** faster. The ROI is hard to ignore, photos are your digital curb appeal.

6. Landscaping Refresh

💰 \$700–\$2,800

New gravel, fresh mulch, low-water plants, and trimmed palms instantly elevate the home's feel. A small \$1K spend here can easily return **100–180% ROI**, especially in family neighborhoods.

7. Pre-Listing Systems Check (HVAC, Electrical)

💰 \$200–\$1,000

A light inspection upfront prevents last-minute buyer negotiations later. This isn't about ROI, it's about preserving your full sale price and avoiding \$5K "credit requests" later.

8. Curbside Details

💰 \$250–\$1,200

Think new lighting, mailbox, or front door hardware. Small details that communicate premium care. Realistically adds 1–2% to perceived home value, tiny cost, big impression.



NEXT STEPS Personalized ROI

If you'd like a focused, private ROI analysis for your exact property, I'll do it personally. I review the condition of your home, recent comps in your micro-market, and the buyer profile we're targeting, then I recommend the highest-impact, budget-smart updates. No templates. No pressure. Just real answers.

Get your custom ROI review in two ways:

- **Visit** azeastvalleyhomesforsale.com/roi-checklist for instant access
- or **Message Me Directly** for a private ROI consultation.



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