THE DEVROU FIELD GUIDE™

Preparing Your Home to Sell vs. Renovating for *Maximum Profit*

A STRATEGIC GUIDE FOR HOMEOWNERS WHO WANT TO MAKE SMART, PROFITABLE REAL ESTATE DECISIONS.

FOUR SELLING STRATEGIES with Pros & Cons

INVESTOR MINDSET Checklist

ESSENTIAL QUESTIONS to Ask Before You Spend a Dollar

ACTION STEPS to Help You Maximize Your Profit

YOUR HOME IS ONE OF YOUR **LARGEST FINANCIAL ASSETS.**
Make informed decisions.
Protect your equity. Maximize your profit.

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INVESTMENTS | ACQUISITION | NEGOTIATION
PROPERTY CONSULTING

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The DeVrou Field Guide™

A Companion Guide to Coffee Talk with Pamela

LESSON 1

Preparing Your Home to Sell vs. Renovating for Maximum Profit

Designed to help homeowners and investors think strategically, evaluate their options, and make confident real estate decisions.

Welcome

One of the first questions homeowners ask is:

> **“What do I need to do before I put my house on the market?”**

Most people expect a simple checklist:

Clean	Declutter	Paint
Pressure wash	Fresh mulch	Repair necessary items

While those recommendations are important, they are only one part of the conversation. The better question is:

> **Should you simply prepare your home for sale, or should you strategically renovate it to maximize your profit?**

Understanding the difference between those approaches can potentially mean thousands - even tens of thousands - of dollars when you sell.

The Big Idea

Your home is more than a place to live.

It is one of your largest financial assets.

Before spending money - or accepting an offer - you should understand all of your options.

Option 1 - Sell the Property As-Is

Best For

- An immediate sale
- Properties needing significant repairs
- Estate or inherited properties
- Sellers with limited time

Pros

✓ Fastest path to closing

✓ No upfront renovation costs

✓ Minimal effort and stress

✓ No contractor management

Considerations

- Usually produces the lowest selling price
- Often attracts investors seeking discounted properties
- Smaller buyer pool
- May leave potential equity on the table

Option 2 - Prepare the Home for Market

Examples

- Paint
- Declutter
- Pressure wash
- Fresh mulch
- Minor repairs
- Professional photography

Goal

Present your home in its best possible condition.

Pros

✓ Relatively low investment

✓ Improves first impressions

✓ Appeals to traditional buyers

✓ Helps the home show well online and in person

Considerations

- Does not address outdated kitchens, bathrooms, or finishes
- Limited impact on overall value
- May still receive lower offers
- Focuses on presentation rather than maximizing profit

Option 3 - Renovate for Maximum Profit

Instead of asking, “What needs to be repaired?” ask, “What improvements will buyers actually pay for?”

Examples

- Kitchen updates
- Bathroom renovations
- Flooring
- Lighting
- Paint
- Hardware
- Curb appeal

Goal

Create more value than the renovation costs.

Pros

✓ Potential for the highest selling price

✓ Creates a more competitive listing

✓ Appeals to today's buyers

✓ Can significantly increase your return when done strategically

Considerations

- Requires upfront investment
- Takes additional time before listing
- Requires planning and project management
- Not every renovation produces a positive return

Option 4 - Partner with Professionals

Sometimes homeowners do not have the cash, contractors, or experience to complete improvements. That does not necessarily eliminate renovation as an option. An investment-focused Realtor can help evaluate renovation strategies, financing options, trusted contractors, and partnerships that maximize your return.

Pros

✓ Professional guidance and strategy

✓ Access to trusted contractors and resources

✓ Helps avoid costly mistakes

✓ Focuses on maximizing your overall return

✓ Identifies opportunities you may not recognize yourself

Considerations

- Requires trust and collaboration
- Every property requires a customized plan
- May take longer than simply listing the property
- Not every partnership is the right fit

Think Like an Investor

✓ Am I making this decision emotionally?

✓ What is my actual goal?

✓ What is my timeline?

✓ Which improvements truly add value?

✓ Which renovations will not pay for themselves?

✓ What does today's buyer actually want?

✓ Am I looking at my home as a place to live - or as one of my largest financial assets?

Your Action Plan

Before calling contractors...
Before accepting a cash offer...
Before listing your home...

Take time to evaluate all of your selling options. The right strategy depends on your property, your market, your timeline, and your financial goals.

There is no one-size-fits-all solution.

Questions to Bring to Your Consultation

- What would my home sell for today?
- What would it sell for after improvements?
- Which improvements have the highest return on investment?
- Which renovations should I avoid?
- What timeline would maximize my return?
- Would a cash offer make sense?
- Should I renovate before listing?
- If this were an investment property, what would an investor do?

Key Takeaways

✓ Preparing your home for sale and renovating for maximum profit are two different strategies.

✓ Every property deserves its own plan.

✓ Your home is one of your largest financial assets.

✓ Small improvements can sometimes create significant returns.

✓ Before spending money, understand the expected return on your investment.

✓ The best decision is the one that aligns with your goals - not someone else's checklist.

Your Next Step

Do not make a decision based on assumptions or on how you have been told real estate is sold.

Evaluate all your options. Ask questions. Run the numbers. Develop a strategy before spending money - or accepting an offer.

Be sure to speak with a knowledgeable real estate professional who can help you understand the choices available for your specific property and goals.

Your home is one of your largest financial assets. Treat it like one.

The DeVrou Perspective

One of the most important lessons I have learned in more than two decades of real estate is this:

Complete knowledge helps you make the right decision for you.

There is not one right answer. There is only the right strategy for your goals, your timeline, your finances, and your property.

- Every home is different.
- Every seller is different.
- Every market is different.

The goal is not to follow a generic checklist. The goal is to understand your options, evaluate them wisely, and choose the strategy that creates the greatest value for you.

That is what The DeVrou Field Guide™ is designed to help you do.

Next Week

How Much Should You Spend Before Selling?

Not every dollar you spend before selling creates value.

Next week we will explore how to evaluate renovation budgets, identify improvements that buyers actually pay for, and avoid spending money where you will never see a return.

About Pamela DeVrou

With more than 23 years of experience in real estate, investments, acquisitions, negotiations, and property consulting, Pamela DeVrou helps homeowners and investors make informed decisions that protect, grow, and maximize their assets.

Her philosophy is simple:

Do not just sell your home. Understand your options first.

This guide is intended for educational purposes only and should not be considered legal, tax, financial, construction, or investment advice. Every property and situation is unique. Always consult the appropriate licensed professionals regarding your specific circumstances.

Continue Your Learning

Congratulations on completing Lesson 1.

Each lesson is designed to help you become a more informed homeowner, seller, and investor - so you can make confident real estate decisions that support your long-term goals.

Watch Coffee Talk with Pamela

Lesson 1: Preparing Your Home to Sell vs. Renovating for Maximum Profit

Scan to watch the full Coffee Talk

YouTube Lesson 1

Continue at PamelaDeVrou.com

Explore more tools for informed, strategic real estate decisions:

- Coffee Talk with Pamela
- Seller Series Field Guides
- Real Estate Articles
- Worksheets & Checklists
- Calculators & Templates
- The DeVrou Knowledge Library™

Thank you for learning with me.

I look forward to helping you build assets through informed real estate decisions.