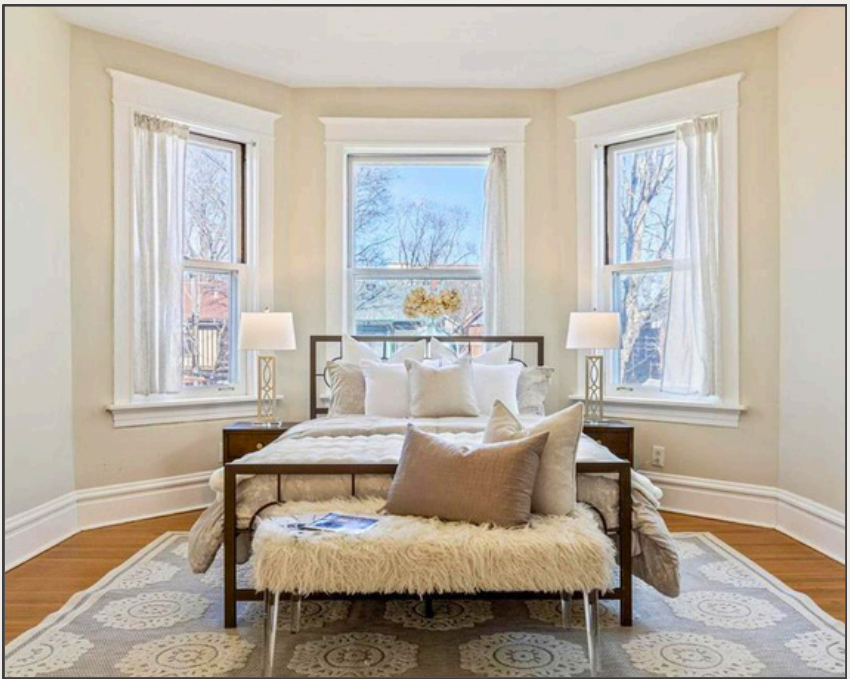




HIGH IMPACT UPDATES

Our recommendations for ways to maximize the ROI of your home sale.





INTRODUCTION

Not every home needs major renovations, but every home benefits from thoughtful updates. The key is knowing where improvements will make the biggest impact on buyer perception and return.

What you will learn in this guide:

This guide will take you through the process of updating your home from start to finish.



Paint (Highest ROI)

- Repaint walls in neutral tones
- Touch up trim, doors, and baseboards
- Ensure color consistency from room to room

Pro Tip:

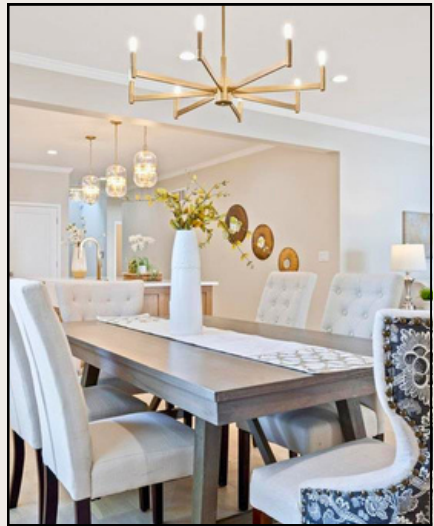
- Warm whites + soft greige tones perform best in St. Louis homes.

Lighting (Critical + Often Missed)

- Replace outdated fixtures (especially dining + entry)
- Use consistent bulb color (3000K–4000K recommended)
- Add lamps to dark corners

Pro Tip:

- Bright homes photograph better and feel larger.



Hardware + Finishes

- Update cabinet pulls + knobs
- Replace outdated faucets
- Match finishes (avoid mixed metals unless intentional)



Flooring

- Deep clean carpets or replace if worn
- Refinish hardwood floors if dull or scratched
- Remove or simplify mismatched flooring transitions



Kitchen Refresh

- Clear countertops completely
- Update hardware + faucet
- Add subtle styling (cutting board, neutral accessories)
- Ensure appliances are clean + cohesive

Bathroom Refresh

- Replace old fixtures
- Re-caulk where needed
- Add clean, white or neutral towels
- Simplify surfaces



Additional High-Value Improvements

- Replace outdated mirrors
- Update window treatments
- Remove heavy or dated drapery
- Ensure doors + cabinetry open smoothly

What Buyers Notice Immediately

- Cleanliness
- Lighting
- Smell
- Overall condition



What to Skip

- Full kitchen remodels (unless necessary)
- Highly personalized upgrades
- Over-custom design choices



If you're unsure whether or not to make an update, ask yourself:

“Will this show up in photos?”

“Will this change how a buyer feels walking in?”