

# THE HOME FRONT

Proven Techniques for Getting the Most Out of Your House

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## Boost Your Property Value by Remodeling These Two Rooms

*Buyers base their opinion of a house on the appearance of the kitchen and the master bathroom.*

*Renovations to those two rooms make a significant difference in the sales price.*

When you invest in a remodeling project, it's important to know what choices will provide the biggest boost to the home's value. The problem is that market trends and tastes of prospective buyers constantly change.

### **Buying decisions are made in the Master Bath and the Kitchen**

When buyers imagine what it will be like to live in a house, their attention goes to the rooms where they will spend most of their time.

Your day begins and ends in the master bathroom. It's a highly personal space where you take care of yourself. When prospective

Luckily, there is one fact that doesn't change: buyers base their opinion of a house on the appearance of the kitchen and the master bathroom. Renovations to those two rooms make a significant difference in the sales price.

homebuyers see heated floors or state of the art walk in showers, they imagine what it would be like to enjoy these things every day.

The kitchen has become the center of the house, the place where families hang out and interact with guests. A fabulous kitchen — good layout, light and bright, attractive stainless steel appliances — impresses buyers.



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## Remodeling your master bath

When a master bathroom has an odd shape, is too small, too dark or has no storage space, those structural problems need to be addressed first. People can look past details like paint color, countertops and even bathtubs. Remember, a real estate agent can show the bathroom to somebody and say, "This old bathtub would be a really nice walk-in shower," and the buyer can see it. But buyers cannot see past a poor layout or lack of storage.

Next, consider an upgrade that enhances the quality and enjoyment of everyday routines.

Trends change every year and it is difficult to predict what bathroom upgrades will impress homebuyers. Luxury bathrooms featuring deep spa tubs were popular for years, but now those tubs are getting ripped out and big elaborate showers are in vogue. Is it a better investment to install a bath or a shower?

If you're planning to live there for another ten years, choose what you prefer. If you are selling right away, ask us what buyers in our area are looking for.

## The kitchen layout that buyers love

When homebuyers look at kitchens they automatically imagine making dinner, entertaining or hanging out with the family. The kitchen is a social place where everybody gets together to visit.

That is why *everybody* loves expansive kitchens in the focal center of the house.

The kitchen has replaced the dining room as the place where people entertain. We've become less formal and people want to interact with the person doing the cooking.

In our area, large open kitchens work well because they make homes seem bigger. Newly constructed houses have one giant room and the kitchen (which takes up as much as 20% of the square footage) is delineated by counter space.

This layout lets everyone watch the food being prepared and the cook is part of the party. The days of separating the kitchen and dining space are over. Open kitchens reflect the way people want to spend time together.

Of course, there's always room for high end touches, like soft closing cabinet doors and LED lighting. Granite counters and stainless steel appliances continue to have strong market appeal. But don't get stuck on cosmetic details like paint, tiles, and countertops. Buyers like choosing their own finishes to make the house their own.

There's a certain look that buyers want to see. They expect certain brands in appliances, such as SubZero, Viking, Wolf, and Thermidor. You can achieve that look without spending \$12,000 for a Viking range. A six burner GE Monogram that looks exactly like the SubZero sells for half the price.

Focus your renovation efforts on the kitchen and master suite. In the kitchen, strive to create a space where buyers can visit with friends and family. In the bathroom, create a private space for self-care and rejuvenation.

*A fabulous open kitchen — good layout, light and bright, attractive stainless steel appliances — impresses buyers.*



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