

ISSUE NO. 5

Tripling Your Investment is Just a Starting Point

Thanks to years of local, “in-the-trenches” experience, our agents are cost-benefit analysis wizards. We’ll figure out where to invest in improvements, in order to get the highest ROI when the house sells.

Here’s how the Davidsons sold their house for \$392,000 above the estimated market price

Whenever we advise our clients to put money into preparing a house for sale, we know that their investment will yield big rewards when it comes to the sales price.

Every suggested improvement must pass our basic litmus test: a 3X ROI. That means we never recommend an improvement unless we’re certain that for every \$1 you spend,

you’ll get back at least \$3 when you sell (in most cases, it’s usually more).

But remember, 3x is the *minimum* expected return.

Recently, one of our agents helped Bill and Sandra Davidson get more for their home than they ever dreamed.



FRONT BEFORE



FRONT AFTER

Knowing exactly what to do (and what not to do) is challenging for many homeowners. *That’s where we come in.*

In spring of 2014, the Davidsons realized that it was time to sell their home in Atherton. They knew that the house needed some work, but didn’t know what improvements would be worth it.

Thanks to years of local, “in-the-trenches” experience, our agents are cost-benefit analysis wizards. We’ll figure out where to invest in improvements, in order to get the high-test ROI when the house sells.

After interviewing several realtors, the Davidsons hired a Dreyfus Sotheby’s International Realty realtor who knew exactly how to get a premium price for their home.

The house was dark with lots of wood, giving it a dated feel. We advised the Davidsons about how to transform the property and managed the entire project with the Davidsons’ full support. The result was a home with a modern, light and spacious feeling that appealed to buyers in the current market.



Colleen Foraker, Sales Associate License No. 01349099
650.380.0085 | colleen@colleenforaker.com | colleenforaker.com

Bill and Sandra expected to sell their house for \$1.5 million. Instead of getting the promised 3X ROI, the Davidson's home upgrades and preparations yielded a whopping 6.5X return on investment!



LIVING ROOM BEFORE



LIVING ROOM AFTER



KITCHEN BEFORE



KITCHEN AFTER

We'll handle everything—and you'll get the biggest bang for your buck

“We absolutely trusted their advice about what changes would be cost effective,” said Sandra. The Davidsons moved out and completely turned the process over to our team, which is the way we like it: our proven system of maximizing your home’s selling price actually works best when you’re hardly involved at all.

Our happiest clients move out, hand us the keys and don't worry about the house until they review the offer. “The most memorable thing about the experience is how smoothly it went,” said Sandra. “It was fantastic.”

Zero \$ Out of Pocket

We are confident that we will deliver a 3X ROI on every upgrade we suggest, because we've done it countless times.

Still, we never want you to worry about the

upfront cost of improvements. Rest assured, many of our vendors are happy to be paid *after* you close, from the proceeds of the closing. So you don't have to pay in advance.

We're on a Mission to Maximize the Sales Price

Our goal is always to get you the most money for your house.

Bill and Sandra expected to sell their house for \$1.5 million. Instead of getting the promised 3X ROI, the Davidson's home upgrades and preparations yielded a whopping 6.5X return on investment!

“When we sat down and looked at the offers, I was blown away,” said Bill.

The final sales price was \$2,142,000.



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650.380.0085 | colleen@colleenforaker.com | colleenforaker.com