



# The 6 smartest home renovations

Maximize the value of your most important investment.





1



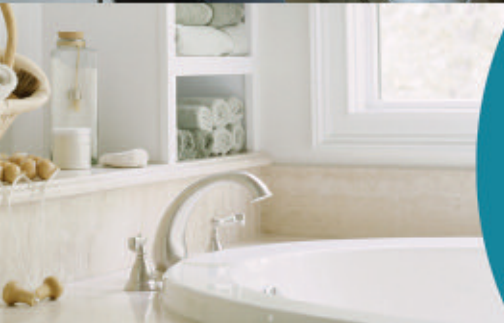
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3



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5



6

A close-up photograph of a person's hands holding a blue watering can, pouring water into a green watering head. The water is spraying onto a variety of colorful flowers, including purple and pink blooms, and green foliage. The background is slightly blurred, showing more of the garden and the person's legs in light-colored pants.

# Enjoy the show!

Making the right renovations and upgrades to your home improves its resale value. **RE/MAX** has identified the 6 smartest renovation priorities to maximize the resale value of your property. Check out our Smart Renovator Guide and consult your neighbourhood **RE/MAX** agent to learn what's driving values in your area. **RE/MAX** agents sell over one third of all properties in Canada. Put the experience of a **RE/MAX** agent to work when you are ready to sell your home. To learn more, speak to a **RE/MAX** agent or click on...

**remax.ca**

Enjoy the show!

# It all starts at the curb

Everyone knows the value of a first impression. **RE/MAX** has learned that landscaping the front and backyard of your home will give you a 7% better return on your renovating dollar over the average return on other popular renos. Increasing your curb appeal can be as simple as adding containers of brightly coloured flowers. Another idea would be to add a low maintenance garden for blocks of colour and texture. Also consider a simple water fixture in the backyard to add ambience.

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# The kitchen is the hub

Ever wonder why “kitchen parties” naturally occur every time you have a get-together? Well, it’s because the kitchen is the hub of every home. It’s where we get nourishment and refreshment, where we gather and regroup after a busy day. It is a room with real value for every family. At **RE/MAX** we’ve learned that kitchen upgrades can really deliver, with a 44% higher return on investment than the average return on other popular renos.

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# Rekindle your passion for living

Nothing beats the feeling of curling up around a fire on a cold winter's night. Not to mention the comforting feeling of hearth and home that a fireplace adds to a room.

The **RE/MAX**® return on reno index says that installing or upgrading the fireplace in your home will generate an 11% greater return on investment than the average return on other popular renos.

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# Try a fresh coat of paint

The dramatic effect paint can have on any living environment is often overlooked but **RE/MAX** knows that the simple repainting of walls gives you a 29% better return than other popular renos. Whether you go neutral with splashes of colour, or warm and dramatic, trends include mixing strong colours with nature-inspired neutral-energy colours like orange, aqua, sage and blue, along with neutral palates leaning toward bisque, fawn, grey and walnut.

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# Disappear in your personal spa

Today's stress-filled world leaves us all crying out for rest and relaxation. RE/MAX® knows making your bathroom the best it can be will generate a 56% better return on investment than the average popular reno.

The goal should be to create a spa-like environment in your bathroom by installing a soaker tub with relaxing jets, or perhaps a new steam shower stall.

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# Great ideas underfoot

Great-looking floors are a strong feature of any home. They often make all the difference. **RE/MAX** knows this upgrade can generate a 22% better return on investment than the average.

Start by ripping out that dated wall-to-wall carpet. Then sand your existing floors down and refinish them, or choose one of the many easy-to-install affordable laminants now available. A darker stain gives an elegant yet up-to-date look.

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# Maximizing your renovation dollars

Deciding which reno is best for your home can't be done simply by referring to a laundry list of the "latest" renovation trends. Discovering what renovations will provide you with the most value comes from analyzing a variety of factors, from the price and location of your home, to who is likely to buy it. Since the preferences of buyers change when considering various housing price points, use the index provided to weigh your renovation priorities based on house price. Work on the areas that are most attractive to that price point. Also, consider the right size expenditure for that price point so that you don't over invest in "say" a "killer kitchen" that no one in that price point can pay back what you invested. Most of all, do the renovations that you will enjoy and enjoy the renovations that you do. Your home is a direct reflection of your lifestyle.

**Enjoy the show!**



# Renovation weigh-in

Buyers were asked to rank home renovations at five house price ranges in terms of their relative value and importance. Return on investment (ROI) is shown below as a percentage of the amount paid for renovation. Keep in mind these percentages are not absolute dollar-for-dollar payback exceptions, but should instead be used as a gauge for how attractive certain renovations are in the various home price ranges.

Upgrade ROI:	Under \$140 000	\$140 000 – \$185 000	\$185 000 – \$250 000	\$250 000 – \$400 000	\$400 000 +
1 Kitchen and appliances	67%	65%	75%	64%	58%
2 New shingles	64%	62%	62%	61%	42%
3 Interior paint job	63%	58%	48%	22%	56%
4 New windows	62%	58%	64%	59%	40%
5 Bathroom and kitchen taps and plumbing	57%	70%	67%	54%	43%
6 Fireplace addition	55%	50%	45%	42%	26%
7 New flooring	53%	55%	49%	49%	46%
8 Landscaping or interlocking brick in front of house	50%	48%	49%	37%	38%
9 Landscaping or decking in back of houses	46%	46%	43%	39%	34%
10 Wall removal to create open concept	36%	35%	40%	34%	32%
11 Hot tub	33%	27%	32%	19%	21%
12 Broadloom	24%	28%	27%	26%	17%
13 Swimming pool	22%	19%	20%	17%	17%

# Choose the best agent!

Real estate transactions can be stressful to say the least. The simplest way to reduce your stress is to choose the right professional agent to complete the sale. Be certain of their experience, especially in your area and price range. Make sure your service expectations are clearly outlined and that your agent is in sync with your needs.

## ✓ Knows the neighbourhood!

**RE/MAX** agents understand the market and the value of your renovations.

## ✓ Experienced agent!

**RE/MAX** agents average the most experience in the industry.

## ✓ Buyer referral network!

**RE/MAX** agents refer buyers and sellers to one another across Canada and throughout over 50 countries around the world.

## ✓ Advertising exposure!

To attract buyers, **RE/MAX** outspends its 6 nearest competitors combined.\*

Each office is independently owned and operated.

\*Based on audited total spending on tv, radio, outdoor, magazine & newspaper as measured by Nielsen Media Research, nationally.

\*\*Based on most popular websites among real estate brands from Ipsos-Reid Online Homebuyers Survey.

## ✓ World Wide Web marketing!

www.remax.ca is the #1 branded website according to Canadian homebuyers.\*\*

## ✓ Great negotiator!

**RE/MAX** agents average 3x more successful negotiating experience than the industry average.

## BUY SMART. SELL SMART.

