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Project managing pre-sale renovations

The hardest part of selling a property is getting it ready to sell. If you can nail the preparation, the marketing should take care of itself (as long as you choose the right salesperson). In this guide, I will share tips to help you through the process and provide ideas that should minimise stress and maximise your result.

Step 1. Decide on your scope of work.

Make smart decisions on where to invest your time and energy. Consult with your chosen real estate professional and tour your home, making a list of target areas to fix or improve. Focus on painting, gardening and repairs which provide the best return on investment. Full-scale renovations are usually unnecessary.

Step 2. Select your team of tradespeople.

Your real estate professional should be able to provide a list of local experts who can tackle big and small jobs. I work with painters, gardeners, landscapers and builders and can help you find reliable people. Discuss your scope with each tradesperson and make necessary adjustments after hearing their expert advice.

Step 3. Send out a project plan.

Start with a group email to everyone involved explaining the scope of work and a timeline, so each tradesperson understands what is happening and when. Get everyone on the same page right from the start. You don't want staging furniture being moved in when the walls have just been painted. Ask your team to inform you of any changes to this timeline as soon as they become apparent.

Step 4. Designate a supervisor.

Who is going to make sure the work is done on time and to your specification? While the work is progressing, stop by the property every day or two to check on progress. If you aren't living near the property, then ask your real estate agent if they can handle this responsibility. Take photos of work as it progresses so there is no confusion.

Step 5. Be ready for hiccups.

When you have multiple moving parts in any process, something will likely go wrong. Repairs might become apparent that you didn't previously know about. There may be delays in securing materials, or your chosen tradespeople might get sick. Be ready for these challenges and keep the big picture in mind.

The key here is to have flexibility in your timeframe and budget and know that you don't need everything to be perfect. Buyers don't mind having to do some work themselves, but the easier you can make their buying process, the more likely they are to fall in love with your home.

Selling a property is a journey and there will be challenges along the way. Stay focused on the solution, ask for help when you need it and keep moving forward.

Are you looking for an agent who can support you every step of the way?

Much of the work I do often happens well before a property hits the open market as I help my owners through this pre-sale preparation. My approach is all about maximising your chances of securing a great result. Get in touch today and book your free consultation.