**CLIENT CRM**

**Email subject line only:**

* Skip the reno and sell in 18 days

**Keep 2 things in mind if you’re planning to sell:**

**1. Right now, there aren’t enough houses.**

* This means competition among homebuyers is high, and houses are selling fast.
* The average home is staying on the market for **just 18 days** -- and is receiving multiple offers.
* Spending the time (and the money) to renovate before selling might cause you to miss out on this chance.

**2. What matters most is getting good ROI.**

* If you think your home may need a larger upgrade, talk with your real estate agent.
* Ask how much ROI (return on investment) a project is likely to bring and if it’s worth the price.
* Try not to over-invest in big-ticket updates if they won’t earn that cash back when you sell.

**Bottom line:** While small repairs might be necessary, you may be amazed to see how much interest there is in your existing house in today’s seller’s market.

**P.S. When in doubt, reach out.** Wondering if you’re better off selling or cashing in on your rising equity to pay for bigger renovations? Contact me for an answer.

*For educational purposes only. Please contact your qualified professional for specific guidance.*

*Source deemed reliable but not guaranteed. Source: NAR, 2021.*

**PARTNER CRM**

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Do today’s sellers really need to renovate before they list? Not likely.

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**2. What matters most is getting good ROI.**

* If a client thinks their home may need a larger upgrade, tell them to consult you first.
* Walk them through how much ROI a project is likely to bring and if it’s worth the price.
* A seller should avoid over-investing in big-ticket updates that won’t earn the cash back when they sell.

**Bottom line:** While small repairs might be necessary, most sellers will be amazed to see how much interest there is in their existing house in today’s market.

**P.S. When in doubt, reach out.** Is your client wondering if they’re better off selling or cashing in on rising equity to pay for bigger renovations? Contact me for an answer.

*This information is intended for Industry Professionals only. Source deemed reliable but not guaranteed. Source: NAR, 2021.*

**CLIENT FLYER**

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\*\*Add side box on flyer, if there’s room\*\*

Homebuyers are more likely to tackle renovation projects themselves, just to get the house they have their eye on.

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SOCIAL GIF:

\*\*Can we do this GIF as a magic 8-ball answering the question?\*\*

SLIDES:

* Do you really need to renovate before you sell?
* Not likely.
* The avg. homeowner is selling in just 18 days + multiple offers.
* Don’t miss your chance: Prequalify now. *\*NAR, 2021.*