

BEFORE YOU SELL

Do the high-impact work. Skip the expensive guesswork.

DO THIS FIRST	PAUSE BEFORE SPENDING	DON'T DO THIS
☐ Define your move date and top 3 priorities ☐ Get a pricing/positioning review before renovating ☐ Fix active leaks, safety issues, and obvious defects ☐ Patch/touch up worn walls; use neutral paint where needed ☐ Replace burned-out bulbs and fix small maintenance items ☐ Declutter counters, closets, garage, basement, and pantry ☐ Deep clean floors, windows, kitchen, baths, trim, and fixtures ☐ Trim landscaping; clean entry; refresh mulch if needed ☐ Gather permits, warranties, receipts, system ages, and manuals ☐ Plan pets, valuables, medication, and security for showings	☐ Full kitchen remodel just for resale ☐ Full bathroom remodel ☐ Replacing functional HVAC/roof only because it is older ☐ New luxury flooring throughout ☐ Trend-heavy designer finishes ☐ Major additions or layout changes ☐ Projects requiring long permit/contractor timelines ☐ Anything you assume will return dollar-for-dollar Rule of thumb: test cost, time, buyer objection removed, and likely market impact before saying yes.	☐ Hide or cover known issues instead of addressing them properly ☐ Start demolition before you know the selling timeline ☐ Over-improve beyond the surrounding market without evidence ☐ Use bold paint/decor because “buyers can change it later” ☐ Fill closets/garage with clutter right before photos ☐ Leave strong plug-ins/candles to cover odors ☐ Assume online estimates equal market value ☐ List before repairs, cleaning, photos, price, and access are ready ☐ Spend \$50K because you expect \$50K back at resale

THE \$50K KITCHEN CHECK

NAR’s 2025 Remodeling Impact Report estimated about 60% cost recovery for complete and minor kitchen renovations. A \$50,000 project at that benchmark would correspond to roughly \$30,000 in estimated resale value - not a guaranteed return. Local results vary.

BUFF RULE: Fix what creates friction. Improve what photographs poorly. Do not renovate your home into somebody else’s taste without first testing the likely return.

Educational checklist only. Wisconsin sellers may have legal disclosure obligations, including the Real Estate Condition Report for many 1-4 unit transfers. Use current required forms and your own licensed/qualified professionals for property-specific advice.