



THE  
**ARULDASON**  
GROUP

Realty . Legal . Financial



# Pre-Listing Refresh Return on Investment (ROI) Guide

Small improvements that can significantly increase sale price.

# REFRESH ROI GUIDE

---

Before listing a property, many homeowners wonder whether investing in small updates will increase the final sale price.

In many cases, modest improvements can significantly improve buyer perception and drive stronger offers.

This guide helps homeowners evaluate where small investments may produce meaningful returns.



## High-Impact Low-Cost Improvements

Some improvements consistently deliver strong returns relative to cost:

- Interior painting
- Flooring replacement or repair
- Lighting upgrades
- Landscaping improvements
- Decluttering and staging

These changes improve first impressions and help buyers emotionally connect with the home.



## Cosmetic Repairs

Buyers are sensitive to visible maintenance issues.

Addressing small repairs can prevent buyers from discounting the property's value.

Examples include:

- Fixing loose handles
- Repairing cracked tiles
- Replacing damaged trim
- Repairing doors or cabinets



## Clean and Neutral Presentation

A clean, neutral presentation helps buyers imagine themselves living in the space.

Steps include:

- Removing personal items
- Deep cleaning kitchens and bathrooms
- Organizing storage areas
- Creating a bright and welcoming environment

## Return on Investment (ROI) Considerations

Before investing in upgrades, consider the relationship between:

- Improvement cost
- Expected value increase
- Local market demand

The goal is to ensure that improvements produce **greater value than their cost**

## Why The Aruldason Group

The Aruldason Group helps sellers make strategic preparation decisions based on **real market data and buyer behavior**.

Our team provides guidance on:

- Which improvements deliver the strongest returns
- Which upgrades are unnecessary
- How to prepare a property to attract the strongest offers