



THE  
**ARULDASON**  
GROUP

Realty · Legal · Financial

# Renovation Value Planner

Planning renovations that  
actually increase property value.

# RENOVATION VALUE

---

Not all renovations increase the value of a home. In fact, some improvements may cost more than the value they add.

When renovating with the intention of selling, it is important to focus on improvements that appeal to the **largest group of potential buyers** rather than personal design preferences.

This planner helps homeowners prioritize renovations that deliver meaningful return on investment.



## 1. Identify the Target Buyer

The first step in planning value-adding renovations is identifying who is most likely to buy the property.

Examples include:

- Young families seeking functional space
- Professionals prioritizing convenience and modern finishes
- Investors looking for rental potential

Renovations should be designed with the **target buyer demographic** in mind.



## 2. Focus on High-Impact Areas

Certain areas of a home consistently deliver stronger returns than others.

High-impact improvements typically include:

- Kitchen upgrades
- Bathroom updates
- Flooring replacement
- Fresh paint throughout the home
- Improved lighting and fixtures

These improvements significantly influence buyer perception.



## 3. Avoid Over-Specialized Upgrades

Highly customized or luxury upgrades often fail to deliver proportional value increases.

Examples include:

- Ultra-high-end appliances
- Highly customized design features
- Specialty installations that appeal to a narrow buyer audience

The goal is broad market appeal, not niche design.



## 4. Consider Structural Improvements

In some cases, major renovations can significantly change a property's value.

Examples include:

- Increasing square footage through additions
- Creating legal basement apartments
- Converting unused space into functional living areas

These improvements can move a property into an entirely different price category.

## Evaluate Return on Investment

A simple principle should guide renovation decisions:

- If you spend \$1 and gain less than \$1 in value, the renovation may not be worthwhile.
- If you spend \$1 and gain more than \$1 in value, the renovation may be a smart investment.

## Why The Aruldason Group

Our team regularly advises homeowners on **strategic renovations prior to selling**.

Because we combine **real estate market expertise with financial insight**, we help clients:

- Identify improvements that increase buyer demand
- Avoid unnecessary renovation expenses
- Maximize property value before listing