



The Honey Do Report™

Prepared For: Sample Report

Overview

In your neighborhood of Coral Heights, many buyers are young families or couples. They are educated and professional. To appeal to these buyers your 3 bedroom home should be light, bright, clean and up to date. This report will help you prepare your home to best appeal to these potential buyers.

We begin by identifying your home's best qualities as well any items that may detract from your home's overall good impression. The goal will be to show off the positives and fix or minimize the impact of the negatives.

Positives

- Great curb appeal
- Inviting front Vestibule
- Wonderful open floor plan
- Working fireplace, uncommon for Florida
- Brick/Stone wall
- Original terrazzo floors in great condition
- Rooms have direct access to back patio and pool area
- Updated Kitchen
- Updated Bathrooms
- Lots of easy to maintain flowering gardens
- Large yard for kids, dogs, etc.

Negatives

- Original paved driveway, has been maintained but is showing its age
- No cover parking. 85% of homes in your area have covered parking
- Original aluminum windows. Insulated hurricane impact is expected.
- Original roof (although in great shape)
- Pool needs new Diamond Bright

Curb Appeal



Online or in person, buyers form their initial opinion of your home based solely on its curb appeal. We want this impression to be, “love at first sight.” Your home has excellent curb appeal which will appeal to many buyers. Keep up the good work and make sure the lawn and gardens are maintained throughout the sales processes.

Must Do's

- None

Suggestions

- **Asphalt Drive.** Driveway is in passable condition but there are a few cracks and broken edges. This may cause concern for some buyers. We recommend buying driveway patch and resealing problem areas or the entire drive. Materials:
 - 40 lb. Ready Road Repair Pothole Patch - \$20.00,
 - 5 Gal Latex-ite Driveway Sealer - \$25.00,
 - broom or squeegee to spread - \$15.00

- **Flowers.** Your yard has several flowering annuals but in the summer months many of these don't bloom. We recommend buying some perennials and planting them in front of your pony wall planter near the front door. This will let potential buyers remember your house as the one with the pretty gardens. DON'T purchase flowers in a small tray. You need impact in the short term and don't have time to wait for these flowers to mature. 1-Quart pots would be better. Total EST.: \$20-60.
- **Refresh Mulch.** Fresh mulch can give off an excellent aroma and makes any garden look fresh. We recommend using natural or natural colored mulch for you property. Avoid colored Red, Gold, or Orange mulch.

Entryway and Vestibule



Must Do's

- Your entry is very open, but looking a bit plain! We don't want to crowd the buyer as they walk in, but a simple potted plant would help both the entryway and vestibule come to life. The entryway's plant should be tall and narrow as depicted above. Estimated \$30-60 for both.

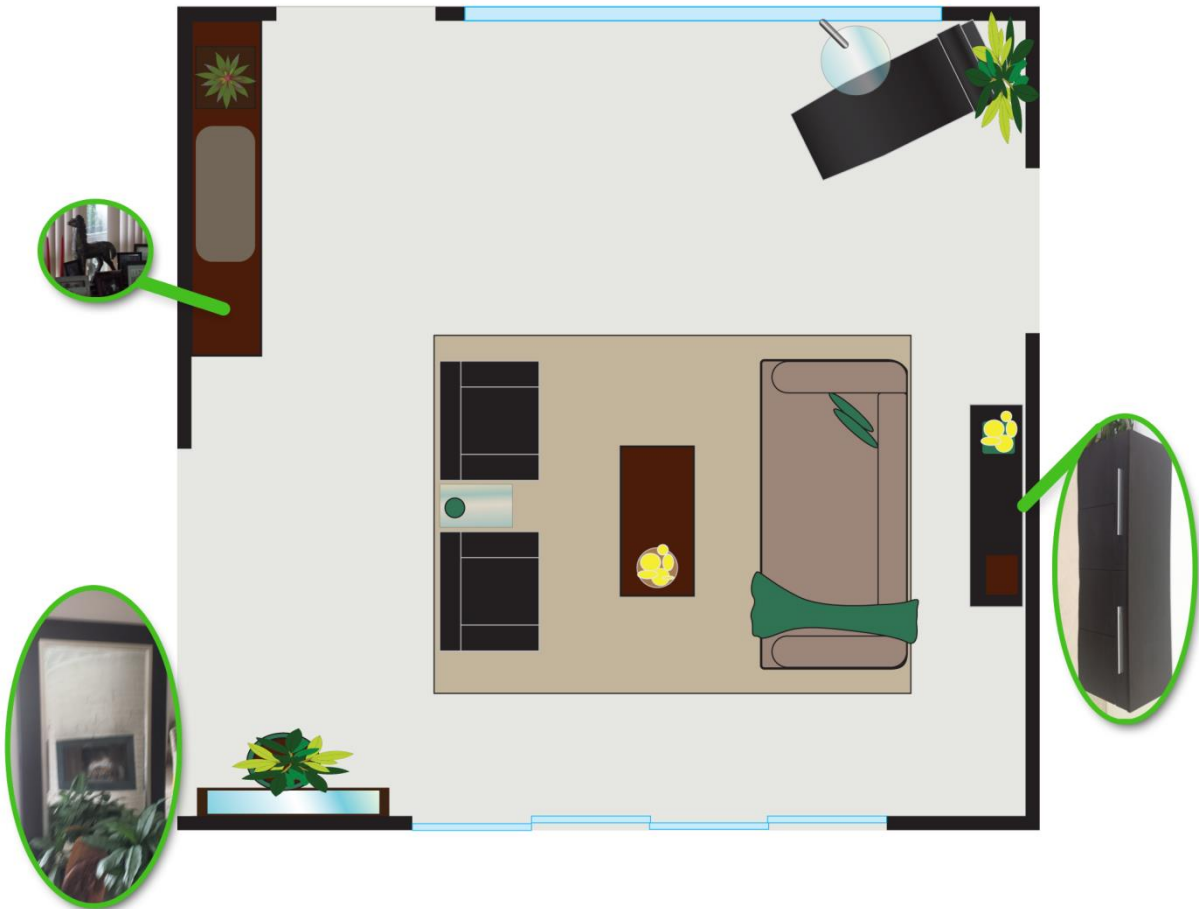
Living Room



Your living room is wonderfully large, has abundant natural light and has great light and good connection to the rest of the house. You will want to draw attention to the mid-century architecture that your house has to offer. The fireplace, large stone wall, 12" sliders and the 12" front picture window are all great architectural features. To better draw attention to

this room's assets, we recommend the following changes.

Must Do's New furniture placement.



- We like your color scheme of the cream/toupee walls and emerald/sage greens. Every room in your house should be accented with this green color and bright yellow when possible. A unified color scheme will make the house seem large and consistent accents and stick with a buyer. Leave the wonderful mid-century bench and planet where it is. This is a great piece to draw attention to your brick/stone fireplace focus wall.
- Remove the large media console. It is stealing the attention from the architecture of the room. This piece should go into storage.
- Simplify the seating arrangement focusing on creating a conversation area that draws you in. We have aligned your area run to the front opening and side hallway opening to create an easy flow for buyers to navigate.
- Remove the brown leather club chair. It should go into storage.
- Clear off the coffee table removing the personal photos. This table only needs a simple vase of short cut flowers or bowl of Granny Smith apples.
- Placing the back of the couch to the non-focus wall will allow you buyers to see the pool and front picture windows. Consider a solid slip cover for the couch. The fabric doesn't say "modern and up to date." Target and Bed Bath and Beyond sell slip covers from \$80 to \$160.
- Move the black credenza cabinet from in front of the window to the long wall indicated. You don't want to block that window.
- Cut some large palm fronds from your garden and place in a vase behind the lounge chair.
- All throws are to be put away except for the emerald green one which should be draped over one end of the couch.

No other work needs to be done to this room.

Dining Room



Must Do's Simplify!

- Each room needs a purpose. It is clear that this is a dining room so remove the books, laptop, dog bowls, etc.
- Remove the table cloth. You have a beautiful table and buyers will be able to see themselves eating there, looking at your fireplace and outdoor patio.
- Remove the poinsettia and wooden bowl. Replace with summer flowers in the green vase in your storage room.
- A focal artwork should be hung on the blank wall. It feels unfinished. Hang something that is not too heavy or bright like a metal art piece or painting.



Suggestion

- Clean or replace the dining room rug. Although it is a great neutral white/crème color, it is showing some wear and dirt.

No money needs to be spent in this room.

Kitchen



Must Do's Simplify!

- **Clear the counters.** All spices, baking goods, coffee containers, oils, etc. should be put away.
- **Appliances.** Remove all counter-top appliances. Only 1 coffee maker can remain if absolutely needed. It would be best if all were put away in cabinets.
- **Stove top.** Your glass stove top needs some TLC. Baking soda, white distilled vinegar or lemon juice will work wonders for cleaning stubborn food stains. Wait until the glass top has completely cooled and wipe with a sponge or microfiber cloth with water. You could also buy cleaner from Target: Range Kleen Cerama Bryte Stovetop Cleaning Kit - \$17.00
- **Dish towels:** just say no. If you must, you can have one neatly folded towel in yellow or sage green (your home's "pop" colors).
- **Clean, Clean, Clean.** Your kitchen was nice and clean but it **MUST** stay that way for each open house and showing. Be sure to maintain a level of super cleanliness even inside drawers and cupboards.

Master Bedroom



Fresh, clean and tranquil should be what people think when they enter your master bedroom. We would lighten up this room to make it less taste specific.

Must Do's Tranquil

- **Paint.** The entire room should get a fresh coat of paint. The 3 walls that are a medium taupe should be light and bright. We suggest Behr interior flat color "Downy Fluff" 740A-1. This is a softer, bright off-white. 1 Gallon - \$22
- **Focal Wall.** The orange back wall should remain a focal wall but the orange color is too taste specific. To create a tranquil, spa-like feeling we suggest Behr interior flat "Dalphin Fin" 790C-3. This is a green/grey that will work with your home color theme palette. 1 Gallon with primer - \$28
- **Bedding & Linens.** Finding just the perfect match can be difficult. To keep things simple, a clean, white, down comforter and sheets with emerald/sage green throw and accent pillows will work best.
- **Side table lights.** Some "bling" would be nice.



Example of a dress bed.

Master Bathroom

The bathroom is unfinished. You have a great start with upscale fixtures but an unfinished update to your property will detracts from your home's value. This room must be completed.

- Quartz counter top for the vanity. Estimated cost to professionally install \$500.00
- **Tile backsplash.** We would tile the entire backsplash wall to add drama to your master bath. Using ceramic subway tiles in a brick pattern with green glass, white glass, and marble inlay would be the **least expensive** solution. Remember, although you want to make this room a showcase, you are not going to be living here. 2x6" tiles are just \$0.77 per tile or \$2.65 sq ft sheets, mosaic tile rounds run \$10-\$15 per sq. ft.. (Your sink wall minus your mirror is 13 sq. ft.) Estimate with all materials \$200.00
 - Tiles: \$100.00
 - Thinset White \$16.00
 - 1 gal. white grout \$25.00
 - Tools: Float and trowel \$20.00
 - Tile saw rental.
- **Accessories.**
 - Clear off your counter top.
 - 2 medium jars, 1 filled with cotton balls, the other with Q-tips.
 - 1 vase with simple flowers or garden clippings. Nothing too large.
 - Simple white towels rolled up and stacked in the open cabinetry.

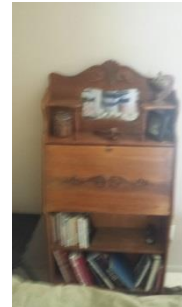
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2nd Bedroom



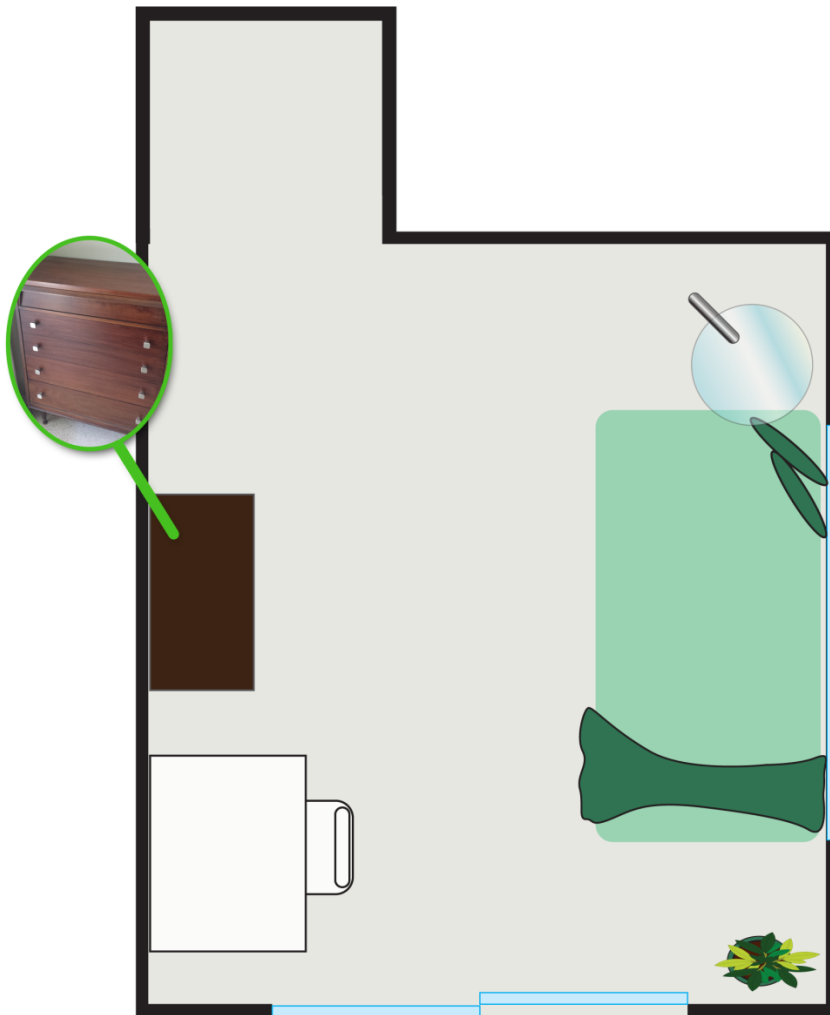
Must Do's Great kids/guest room

- **Desk.** To open up the room the antique desk should be put into storage.
- **New bedding.** Similar to the master in display but look for a bedding set if you can find a solid gold, sage, or emerald green. If not a basic white comforter, green and yellow pillows with a nice throw.
- **Television.** The TV set is currently sitting on storage bins. Remove the bins and place the TV on the desk top.
- The cabinet below the TV needs to be straightened and dressed. Less will be more.



3rd Small Bedroom

This room is small enough that most buyers will be able to picture it as an office or nursery but not know how to use it as kid's bedroom. Since you are selling a 3 bedroom home, we would stage this room as a kid's bedroom. We recommend that this room have a complete restage.



Must Do's Great kids bedroom

- Remove all furniture in this room. Leave only the dresser and round glass Eileen Grey table.
- Touch up baseboards and door if you have the original paint. If not the matching paint will be similar to "Wheat Bread" from Behr.
- A twin day bed placed centered under the windows. You have several choices here:

- You could go to a thrift store. There are several on Dixie Hwy that have reasonable selections. Purchase a normal kids bed with 2 footboards that are open bars.
- You also purchase a high twin-size air mattress from Walmart.com, and dress that bed as a real mattress. The Intex Deluxe Pillowrest Raised Twin Airbed Kit sells for \$50.00.
- Dress the bed in a kid's bedding set and 1 single matching throw.
- The dresser is placed in the corner or centered on the bed to not obstruct entering this room or exiting through the sliders.
- A small kids desk could complete the look. The desk should be a single open table and the chair should have an open back.

Presenting your home

The basics for preparing your home for open house and realtor showings:

- **Cleaning.** Every room should not only be picked up but it should be thoroughly clean.
 - **Walls.** We recommend using bathroom spray foam cleaner and cleaning rag or scrub. It will remove stains, smudges, scuff marks etc.
 - **Baseboards.** Although no one will stare at your baseboards, clean molding makes a room look new and fresh
 - **Vacuum, sweep, dust.** You have 2 large dogs so removing hair and dirt is going to be very important.
 - **Bathrooms.** Use the same spray cleaner and bleach cleaner to ensure that toilets, shower stall and tub are clean. Pay close attention to the grout in your master shower.
 - **Dogs.** For the open house or showing, pick up and remove the dog bowls, beds and toys. There should be no trace of your 2 dogs.
- **Smells.** Buyers will respond to a pleasant smelling house.
 - **Febreze.** Every day spray "Febreze Air Freshener" unscented to clean the air.
 - **Scented Candles.** 1 hour before a showing light a scented candle. NOT just any scented candle but a Yankee Candle or Village Candle. Yankee Candles can be found at Bed Bath and Beyond. Village Candles can be purchased at Publix and both from are

often available at discount stores like Marshalls in limited varieties. Scents that are great for selling a house:

- Baking flavors: Chocolate Chip Cookies, Vanilla Cookies, or Apple Pie. Buyers will think of home cooking and happy family memories.
 - Cinnamon based: Home Sweet Home, Apple Pie, Spice Apple, and Cinnamon Stick. Buyers will think pleasant holiday and family memories
 - Avoid fruit and floral scents. They tend to be read as cover up scents.
 - DON'T USE A SPRAY air freshener. They can make the air feel heavy and don't last very long.
 - Note: the idea is you want the buyer to picture making their own happy family memories here.
- **Sprucing up.** It is not enough to just pick up and put away you have to create a presentation of your home. Think of how a store would present a product. This is what you are doing, presenting your product for sale. So here are some tips:
- All throw pillows are straighten and fluffed. (couch and beds)
 - All throws are draped and gathered over the back and cascade down a couch or over the corner of a bed.
 - Towels in a bathroom should be freshly laundered, folded in 3rds, and hung evenly. All towels should matching
 - Countertops: Wiped down with glass cleaner, cleared of any objects that are not part of your staging.
 - Bedding: Each of the 3 beds needs to be fluffed, and made. Refer to the image under master bedroom as an example.
 - Flowers: The fresh flowers on your dining room table and coffee table should be trimmed. Cut any wilting materials away. Replace when needed.
 - Indoor Plants: All indoor plants should also be trimmed. Cut away all brown, dying, or wilting material.

Shopping List

All prices are rounded estimates based on current offering from local stores.

- Asphalt Drive
 - 40 lb. Ready Road Repair Pothole Patch \$20.00
 - 5 Gal Latex-ite Driveway Sealer \$25.00
 - broom or squeegee to spread \$15.00
- Plants
 - Outdoor annuals \$60.00
 - 2 Potted Planets \$60.00
- Paint
 - 2 gallons Behr interior flat color "Downy Fluff" 740A-1 \$45.00
 - 1 or 2 gallons Behr plus flat "Dalphin Fin" 790C-3. \$56.00
 - Brushes and rollers \$20.00
- Tiling Project
 - Subway tiles 13sq ft \$40.00
 - Mosiac glass tile accent 6 sq ft. \$60.00
 - Thinset White \$16.00
 - 1 gal white grout \$25.00
 - Tools Float and trowel \$20.00
 - Tile saw rental.
- Cleaning Products
 - Tilex \$ 4.00
 - Scrubbing Bubbles \$ 4.00
 - Fabreze uncented \$ 4.00
 - Range Kleen Cerama Bryte Stovetop Cleaning Kit \$17.00
- Candle
 - Yankee Candle \$20.00
- Bedding all 3 rooms
 - Master Kings size bedding \$40-200
 - 2nd Bedroom Queen bedding \$40-200
 - Kids Bedroom twin bedding set only \$40-100
 - Intex Deluxe Pillowrest Raised Twin Airbed Kit for \$50.00
 - Couch Slip Cover \$100-200
- Accessories
 - 2 glass jars for the master bath
 - Cotton balls
 - Q-tips
 - Granny apples
 - Cut Flowers each week

Stores Referenced

Home Depot, Marshalls, Home Goods, Target, Publix, and Bed Bath and Beyond.

Some houses in your area that are on sale. Your competition.

