



The Home Refresh Guide

LISA M. LUM, REALTOR®

PENINSULA HOMES, PREPARED TO SELL FOR MORE
NINE MOVES . THREE WEEKS

Most sellers think the work starts when the sign goes in the yard. It starts weeks earlier.

That head start is usually worth more than any single upgrade. This is the sequence I run with my sellers, in order, so the home arrives on the market already answering the questions buyers are about to ask.

Read it as a checklist. You will not do all nine alone, that is my job, but you will know exactly what ready looks like. Three weeks, nine moves, one prepared home.

THE 3-WEEK HOME REFRESH TIMELINE



Preparation is the quietest form of negotiation. It happens long before a buyer ever walks through the door.

LISA M. LUM



Three weeks. Nine moves. One prepared home.

What a prepared home does first

i. Order a pre-listing inspection

Knowing the home's condition before a buyer does is the single biggest source of leverage you have. It turns surprises into things we have already handled.

ii. Assemble the disclosure package early

A complete, organized disclosure set tells buyers the home has nothing to hide. It speeds offers, and it is the quietest, most effective way to prevent a renegotiation later.

iii. Declutter and depersonalize

Buyers need room to imagine their life in the home, not study yours. We clear surfaces, thin closets, and pack away the personal so the space reads larger and calmer.

iv. Make the repairs buyers actually notice

Sticking doors, a dripping faucet, a cracked outlet cover, a gate that will not latch. None are expensive. All of them quietly tell a buyer this home was not cared for, and that doubt shows up in the offer.

v. Paint where it counts, in the right neutrals

Fresh, light, neutral paint is the highest-return dollar in this entire list. We paint the rooms that need it, not the whole house, and we choose colors that make the home feel bigger and brighter.



What a buyer sees first decides the offer.

How it arrives ready to sell

vi. Refresh the curb

The offer price is half-decided before a buyer reaches the front door. Trimmed landscaping, clean walkways, a tidy entry, and good light at the door set the tone for everything inside.

vii. Stage around what you already own

Staging is not always a furniture rental. Often it is editing: removing two-thirds of a room, repositioning what is left, and adding a few targeted pieces so each space has an obvious purpose.

viii. Prepare the home for the camera

Photos are where most buyers meet your home first. Bright, clean, decluttered, lights on, blinds open. We prep the home so the photography sells it before anyone walks in.

ix. Set the price to the preparation

A prepared home supports a stronger asking price and a faster, cleaner sale. We price to the home buyers will actually see, not the one that needed work.



*Spend where buyers can see it on day one,
not where you would enjoy it on year three.*

The short list that pays back

Worth it

ALMOST ALWAYS

- ✓ Neutral interior paint
- ✓ Deep professional clean
- ✓ Decluttering and light staging
- ✓ Small visible repairs
- ✓ Curb appeal and entry lighting

Usually not

BEFORE SELLING

- ✗ Major kitchen or bath remodels
- ✗ High-end appliance upgrades
- ✗ Anything custom to your taste
- ✗ Improvements that do not photograph

WHAT THIS PREVENTS

Homes that arrive on the market unprepared tend to sit, draw lower offers, and then lose more in price reductions than the preparation would have cost. A prepared home does the opposite. It earns the strongest price, with the cleanest process, in the shortest timeline. That is the whole point of a Home Refresh.

When you are ready to talk through your home specifically, I am glad to walk it with you and build the plan.



The strongest price, the cleanest process.



Kind regards, Lisa

*Preparation is the quietest form of negotiation. When you are ready, let's walk
your home together and build the plan that brings the strongest price.*

PREPARED · POLISHED · PRICED TO SELL



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