

Home Selling Tips and Advice

Thank you for downloading your Free eBook about Selling your home. The following is a collection of my most popular blog posts based on my 16 years of experience helping people market and sell their home.



If you have questions or would like to schedule a time to discuss your specific housing needs, please feel free to [contact me](#) at 805-267-9481. Enjoy!



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Home Selling Tips and Advice

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9 Small Improvements To Help Your Home Sell Faster

You have probably heard how important first impressions can be. But did you know that within 15 seconds a buyer has already developed an opinion of your property?



That is why establishing the right first impression is critical to achieving a successful sale. The following tips can help make sure the buyer reacts as favorably as possible. Remember, the look and “feel” of your home will generate a greater emotional response than any other factor. Prospective buyers react to what they see, hear, feel, and smell even though you may have priced your home to sell.

Here are some tips that can drastically improve your chances of selling your home:

1. Spend the money to hire a cleaning crew

You can usually find a cleaning crew to thoroughly clean and scrub your home for \$250 or less. This small investment could add thousands to your home.

2. Fix everything

Repair that light switch that doesn't work, fix the door that won't close, tighten that leaky faucet, oil that squeaky cabinet, repair the crack in the mirror. Remember, you are competing with other homes. When buyers go through your home, they are trying to gauge the value of your home by the condition and upkeep. You'd be amazed how a few minor problems can completely turn a buyer off to your home.

3. Clean and organize your closets

Full, messy closets make your closets look smaller and give the appearance of inadequate storage space. Spend the time to get them organized.

4. Clean and stretch your carpet

You can either hire a professional company to clean your carpet or you can do it yourself. If your carpet is bunching up, get it re-tacked. A carpet that looks like it needs to be replaced may only need a cleaning and stretching.

5. Get rid of those smells

A home can make or break itself in the first second someone walks inside. If you have pets, make sure you keep their food and cat-boxes away from potential buyers. If you smoke, try to do it outside, especially if you're expecting potential buyers to stop by. Give your home plenty of time to air out before showings.

6. Get rid of clutter

The last thing you want prospective buyers to feel when viewing your home is that they may be intruding into someone's life. Avoid clutter such as too many knick-knacks, etc. Decorate in neutral colors, like white or beige and place a few carefully chosen items to add warmth and character. You can enhance the attractiveness of your home with a well-placed vase of flowers or potpourri in the bathroom. Home-décor magazines are great for tips.

7. Plant flowers

Add a little color to the outside of your home. Buyers love a yard that looks well-kept and colorful. Spend a few hours planting colorful flowers. Flowers can be especially effective in the entry-way of a home. Remember, you want to create the best first impression that you can.

8. Fix the roof

The roof may be the single most important aspect of your home front. A well-maintained roof will say a lot about the overall condition of the property.

- Replace any broken or missing shingles or tiles.
- Repair flashing where needed.
- Paint eaves and fascia boards
- If the roof is old and needs to be replaced consider having the work done before showing the property

9. Check your ceiling

Quite often, sellers will leave stains on the ceiling from an old leak that's been repaired. This is a definite red flag to potential buyers. Even if the leak has been repaired, buyers will still be very concerned about the condition of your home if there are stains on the ceiling.

By showing attention to detail and understanding the buyer's need to visualize your house against a neutral backdrop, you can dramatically increase the salability of your property.

Presentation – Don't Blow Your First Impression

There's an old saying: Price is an issue in the absence of value. Or put another way: You get what you pay for.

The bottom line: If you want to sell your house, your asking price must match the home's condition.

I get this question often, "Do I need to stage my home when I go to sell it". The answer is Yes!



You only have one shot at your first impression and first impressions are critical; so critical that within 15 seconds of walking in your door, your potential buyer has already formed an opinion about your home.

And a good first impression will help you sell faster and for more money. According to an article in USA Today, a study of 2800 homes in eight cities found that "staged homes on average sold in half the time that non-staged homes did. The sellers with staged homes ended up with 6.3% more than their asking price on average".

Keep It Simple

Once you're ready to sell your house, your personal taste goes out the window. The only taste that matters now is the buyer's. You want your house to appeal to the largest segment of buyers possible. Think of model homes. They are always decorated impeccably, but with the latest styles and colors. You want your home to look the same.

Start with curb appeal. The front of your house is like a cover of a book. If it doesn't grab the buyer's attention, he/she probably won't bother to come inside. Check your landscaping, add flowers, trim trees and shrubs, paint or power wash if needed, and please don't have Christmas lights up in June 😊

Once inside, besides obviously being clean, the house needs to be clutter free. Take out furniture if necessary to make your floor plan look more open. If your fixtures are outdated, replace them. A few hundred dollars in fixtures can net you thousands more on your sale. Kitchens and family rooms are the heart of the home. Make sure they are light and bright. No heavy draperies, no dead light bulbs. If the room needs paint, then paint. A bucket of paint is worth \$30 on the floor, but \$1000 on the wall. Small improvements make a drastic difference.

Improvements don't need to be expensive, but they do need to be done. Buyers base their decision to buy a home on its emotional appeal. That's why as agents, we stress the benefits more than the features. Features are logical, benefits are emotional. Improve the benefits and your home becomes more emotionally appealing. It's really that simple.

Pricing Your Home – Don't Make This Mistake

Determining the list price of your home can be very challenging. Comparing your home to recent sales and listings will give you a good idea of the value, but be careful, don't fall prey to the thought, "Let's just try a high price to see what we get". While this may seem like a harmless strategy, it could end up costing you lots of money.



Don't End Up As Day Old Bread

Pricing your house correctly is the most critical factor in selling your home. Your house may look like a model home and may be everywhere possible, but if it's overpriced, it's not selling, even in a hot market.

The longer it sits on the market, the staler it gets, just like a loaf of bread.

When your home first comes on the market, you have a window of opportunity to attract buyers and agents who are motivated and actively looking for homes in a particular price range. If the buyers and agents believe the house is overpriced, the opportunity is lost and the window closes. Getting the buyer to come back, even after reducing the price, is very challenging. First impressions are usually lasting ones. Once the memory is set, it is typically tough to change.

It's Virtually Impossible to Underprice a Home in a Hot Market

When there are more buyers than sellers, you have a seller's market. During a seller's market, multiple offers are common.

If you list your home on the lower end of your price spectrum, you are likely to attract numerous buyers which equates to multiple offers, which means a bidding war, which leads to more money in your pocket!

I'm not necessarily suggesting this as a strategy, but hopefully this alleviates some concern you may have about leaving money on the table if you think you may be underpricing your home.

Yes, We Real Estate Agents Make Mistakes Too

Ok, I'll admit it; sometimes we are overly ambitious on the price too. Most of the time it's an honest mistake. Even with all of our expertise, pricing a home isn't an exact science. You really don't know what a home is worth until a ready and willing buyer makes an offer.

But sometimes, it's not a mistake. Some agents will suggest a higher than market price just so the seller will list the home with them knowing full well that they'll ask for a price reduction the following month.

Don't fall into this trap. Do your own research and take a look at the recent sales. There are simple ways to do this. You can get an instant ballpark estimate at [Zillow.com](https://www.zillow.com) and you can also [click here](#) and I'll email you a quick analysis.

Promoting Your Home – Where Are The Buyers?

You've decided to sell your house. You want it to be quick and easy, and of course, you want to get the highest price possible. How's that going to happen?

As Realtors, we advise you with the presentation and we help you determine the price, but ultimately, you hire us for our promotion.



The Multiple Listing Service

Let's start with the most obvious place to market your home, the Multiple Listing Service (MLS). If your house isn't listed in the MLS, you are at a huge disadvantage. With few exceptions, this is the database containing all the homes that are listed by Realtors. Since most buyers work with an active real estate agent, this is, by far, the best and most effective place to market your home. If you're not in the MLS, you've just decreased your chances of selling by about 80% or more.

Where the Buyers Aren't

So where do the other 20% or so of buyers come from? Let's start with where they don't come from: newspaper ads and open houses. These are outdated and ineffective marketing methods that won't get your home sold. Why do agents do them? Two reasons: To make the seller feel like they are actively marketing their home and to meet new potential buyers of other homes.

The California Association of Realtors (C.A.R.) asked the following question to recent home buyers: "Did you look at newspaper/magazine ads to search for a home?" Only 8% said yes. That's down from 20% in 2006. Keep in mind, that's just buyers who looked at an ad; it doesn't mention whether or not they used the paper to actually find a home.

Open houses are even less effective. According to the National Association of Realtors, less than 1% of houses are sold at an open house. This is because most of the people who go to an open house are just starting their home search and are usually 6 or more months away from buying a home.

Have you figured out what works yet?

You guessed it, the Internet. It is critically important that your home receives maximum online exposure. According to C.A.R., over 90% of buyers search for homes online. If your home isn't being actively marketed online, you're missing out on a ton of potential buyers.

Pictures and Video

Pictures and video are two of the most important tools to effectively market your home today. With the vast majority of buyers searching for homes online, pictures can make or break whether or not a buyer wants to visit your home. When I list a home, I have a professional photographer take high quality, HD pictures of the house, then I syndicate those pictures all over the Internet.

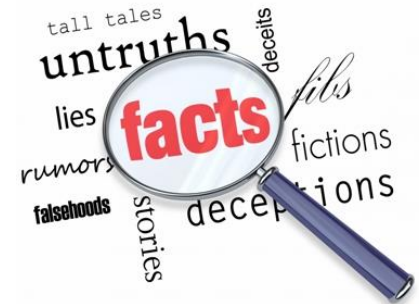
Video has also emerged as an extremely effective way to market a home online. A video allows a potential buyer to get a feel for the flow of a home that you can't get from a still image. A well done video can be instrumental in marketing a home and it's something I always incorporate when I market a home.

If you'd like to discuss marketing your home, please contact me at 805-267-9481.

The 4 Most Common Myths About Selling A Home For Top Dollar

Myth – If a home gets an offer quickly, it was probably priced too low.

Reality – The day your home goes on the market, there are already qualified, motivated buyers in the market whose criteria match your home. Often these are the buyers who have already made offers on other homes and got beat out by a competing offer. So when your home hits the market there are often multiple buyers interested in your home. And when it's priced and marketed correctly, these buyers will act quickly because they don't want to risk losing the house to another buyer.



Myth – If we are willing to wait long enough, we'll get more for our home.

Reality – There is a correlation between time on the market and the property getting top value, but not the correlation many sellers think. Generally, the longer it takes, the less the seller makes. Why? Because of the WWWT Syndrome ("What's Wrong With That House"). If a property has been on the market for an extended period of time, buyers begin to wonder why no one has bought that house. The result is often lower offers or no offer at all.

Myth – Better marketing of my home will get me a higher price.

Reality – The reality is that marketing does not make your home worth any more. The importance of effective marketing is to put your home in front of the highest number of qualified buyers to get full market value for it.

Myth – I will just wait until the right buyer comes along who is willing to pay the price I want for my home.

Reality – It is statistically proven that the longer a house sits on the market, the lower the offers it will generate, whether it has price reductions or not. When new buyers come into the market, they want fresh inventory, not the stale listings that all the previous buyers have rejected. Your home becomes a "been there, done that" property on the MLS, making agents and buyers much more likely to submit low offers, or even worse, pass over it completely.

How Much Are Conejo Valley Property and Sales Taxes?

When you are looking to buy a home, taxes play a role in what you can afford. As a home buyer, you need to know how much our local taxes are and what is the difference between Ventura County and Los Angeles County. Since the county line runs right through the middle of Westlake Lake, which county and city you live in will affect your taxes.



Updated for 2013

Sales Taxes

County	Sales Tax
Ventura County	7.5%
Los Angeles County	9.0%

Property Taxes

City	Property Tax Rate
Thousand Oaks (includes Newbury Park and Ventura area of Westlake Village)	1.0484%
Westlake Village (L.A. County)	1.0817%
Agoura Hills	1.0817%
Oak Park	1.187%
Calabasas	1.0817%
Simi Valley	1.0755%
Moorpark	1.0755%

What Can Cause Your Property Taxes To Change?

From the [L.A. County Assessors office](#):

In 1978, California voters passed Proposition 13, which substantially reduced property tax rates. As a result, the maximum levy cannot exceed 1% of a property's assessed value (plus bonded indebtedness and direct assessment taxes). Increases in assessed value are limited to 2% annually. Only four events can cause a reappraisal:

1. A change in ownership;
2. Completed new construction;
3. New construction partially completed on the lien date (January 1); or
4. A decline-in-value (see Market Value Decline – Prop. 8).

Tax rates can change regularly so you will want to check with the county assessors office regularly:

[Los Angeles County Assessor](#)

[Ventura County Assessor](#)

The [Conejo Valley](#) is one of the best places to live! If you would like to discuss buying or selling a home, please [contact](#) me at 805-267-9481.

What Happens If My Conejo Valley Home Doesn't Appraise?

Appraisals have become a big issue over the last several years. As banks tightened up their lending standards, appraisers have become much more conservative in their valuations. If you are selling your home, this can become a big issue during escrow.



If the home doesn't appraise, what are your options?

By default, the real estate contract has an appraisal contingency in it which means if the home doesn't appraise, the buyer can walk with no ramifications. The appraisal normally occurs in about the first 7-14 days of escrow. This can be a stressful time for both the buyer and seller waiting for the appraisal to come in.

If the appraisal doesn't match the agreed upon price, here are the options:

The first thing I do is try to get the appraiser to reconsider the valuation by providing additional data. If that doesn't work...

1. The buyer can walk and get their deposit money back.
2. The seller can reduce the sales price to match the appraised amount.
3. The buyer can bring in more money to make up the difference between the sales price and the appraised value.
4. Both buyer and seller can compromise on points 2 and 3.

Most of the time, the buyer and seller agree to compromise. If the parties can't come to an agreement and the buyer walks, you may want to adjust your price or you could be in the same predicament when you find your next buyer and a new appraisal is ordered.

When Is It Time To Make A Price Change?

We've all heard the saying: The most important factor in real estate is location, location, location.

That's not entirely accurate. If that were the case, only homes in good locations would sell.

Here's what the saying should be: The most important factor in real estate is price, price, price.



Virtually every home will sell (especially in the [Conejo Valley](#)) at some price. It's just a matter of finding that "right price". As you may have heard me say before, a properly priced home will sell fairly quickly.

Pricing Your Home

There's nothing wrong with trying a slightly above market asking price. If no one ever priced a home above market, we'd never have any appreciation.

No one really knows what the fair market value of a home is until it's put on the market. The market will answer that question and usually fairly quickly. Make sure you are listening.

When Should You Make an Adjustment?

It depends on a few factors:

- If you knowingly priced your home high to "test" the market and you are getting very few or no showings, adjust quickly.
- If you are getting many showings and it's been a couple months with no offers, it may be time to make an adjustment.
- How motivated are you to sell? Every home has a price that will virtually guarantee an immediate sale. Even the world's worst real estate agent can quickly sell a \$400,000 home for \$300,000. The question is how close to that "quick sale" price are you willing to go?

Breathing New Life into Your Home

A price adjustment can breathe new life into a home for several reasons:

- Many agents (myself included) view the daily “hotsheets”. This is a quick way to view any new, changed, or reduced listings in our market area. Even if you adjusted your price \$1, it will be seen again by many agents.
- There are hundreds if not thousands of active buyers who are set up to receive automatic email updates of new, changed, or reduced listings. Making a price adjustment gets your home seen again by many potential buyers.
- A substantial reduction can get you viewed by a whole new market. If your home has been priced at \$525,000 and you’ve now adjusted it to \$499,000, there’s a whole new pool of buyers who couldn’t afford your home at \$525,000 and probably never saw it who will now get a chance to see it.

How Much Should You Adjust?

Determining how much of an adjustment to make depends on many factors, your motivation to sell being the most critical. Generally speaking, you’ll want to adjust a minimum of 1% of your asking price.

Time on the Market Matters

The fact that a price adjustment is necessary can be an emotional reality to face. That’s understandable. Every seller wants the highest price possible in the shortest amount of time and so do we agents.

There’s no question that the longer a home sits on the market, the lower the final sales price. Be prepared to make adjustments quickly to ensure that your home stays fresh and attracts the highest price possible.

Get Your Termite Inspection Done Before You Sell Your Home

I often wonder why sellers don't get the termite inspection done before selling their home. I'm assuming it's because their agent doesn't recommend that they do it. If you are getting ready to sell your home, ordering your termite inspection before you sell can literally save you thousands of dollars.



Why? Because the way the purchase contract is normally written in California, you as the seller agree in advance to pay for all termite work without having any idea what it may cost.

What You Want to Avoid

Here's how it normally works. Once you find a buyer and open escrow, the termite inspection is ordered by your agent. The termite company comes out and looks for evidence of termites, dry rot, etc. The termite company will then issue a written report with a diagram outlining their findings. The report will also include a bid by the termite company to make necessary repairs which can include tenting, removal of wood, etc.

Assuming you agreed ahead of time to make those repairs, you are now contractually obligated to do so prior to the close of escrow no matter what the cost. And you are also required to return the affected area to its previous condition (an additional cost). In other words, paint.

Order the Termite Inspection Before You Open Escrow

Here's Why:

Ordering the termite inspection before you sell your home lets you know what you are obligating yourself to ahead of time so you can plan accordingly.

It gives you the option to take other action. For example, let's say you have an old wood patio cover that has termites/dry rot and will cost \$2500 to repair. If this is discovered while you're under contract with the buyer, you're paying for the repair. However if you discover it before you are under contract, you can just take the patio cover down and save yourself \$2500.

You can negotiate the repairs with the buyer before accepting the offer. I recently had this situation with a client. We got the termite inspection done before we had a buyer. The report came back with \$2000 worth of repairs. We had multiple offers on the home so we went to the buyers and asked them to pay for the termite repairs as a condition of the contract. The buyers accepted and I saved my client \$2,000 that he would have had to pay if we had the termite inspection done one day after we accepted the offer.

You can get competing bids to reduce the cost of repair. If you're two weeks into a 30 day escrow, you are under the gun to get any repairs completed prior to the close of escrow. However, if you get your termite inspection done ahead of time, you have time to shop around for the lowest bid. As long as the work is done correctly, the termite company will come back out to re-inspect the work and issue a clear report. That's all you need to satisfy your obligation.

The cost of the termite inspection is \$75 – \$120 and the report is good for 4 months. If it takes you longer than 4 months to list and close escrow on your home, you may have to order a new inspection.

And just in case you think your home may not have termites, a termite inspector once put it to me this way, "In California, every home has termites, had termites, or will have termites".

Any questions or comments, [contact](#) me at 805-267-9481.

Video: What To Expect When You Sell Your Home

The first step to selling your home is finding the right real estate agent to help you. [In this video](#), I answer frequently asked questions about selling your home.



- How do you market a home today?
- Where will you find a buyer for my home?
- How do you determine how much my home is worth?
- What should I expect when you visit my home?
- Will I be pressured to make a decision right away?

If you have any questions or if you would like to discuss setting up a time to meet, please [contact](#) me at [805-267-9481](tel:805-267-9481) or email at Michael@ConejoValleyGuy.com.

I Want To Sell My House And Buy Another, But I Don't Want To End Up Homeless!

I have a client in this exact situation right now. He and his family live in [Agoura Hills](#) and want to move to a nicer neighborhood in either Agoura Hills, [Westlake Village](#), or [Oak Park](#). In order to make the move, they need to get their home sold first.



Here's their predicament: If they find a house that they love, they will have a very difficult time getting their offer accepted because most sellers won't take their offer if it's contingent on them selling their home first.

Once they do sell their home, what if they can't find a home they like and get everything to close at once. Few people want to move to temporary housing while they look for a suitable house.

Home of Choice Contingency

What should they do? List their house for sale with a Home of Choice contingency.

Normally, once a seller accepts an offer on his/her house, he/she is legally bound to sell it to that buyer unless the buyer is not performing. Under normal conditions, a seller can't cancel a sale because someone else offered more money or he/she decides not to move. That would be breach of contract. However, when you have a Home of Choice contingency, the buyer gives you a pre-determined period of time to find another home and have a concurrent close of escrow. Problem solved.

The Home of Choice contingency time period can be whatever the parties agree, but typically it's 14-30 days. What normally happens is the seller searches for a few months while their home is listed and they'll typically have their eye on a home or two. But if the sellers can't find a suitable home, they can cancel the escrow and stay in their home.

No Upfront Fees

When you list your home for sale, you don't pay any upfront fees for that service. Your agent may suggest some things to do around the house to get it ready for sale that may cost a little bit of money, but whether or not you do it completely up to you. In fact, unless the home closes escrow, you don't pay any fees to the agent at all. Great low risk strategy!

Which Home Remodeling Projects Get You The Highest Return?

Have you ever wondered how much you'll get back on your remodeling project when you go to sell your home?

Los Angeles, CA

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2014
COST vs VALUE

PROJECT TYPE	LOS ANGELES			PACIFIC			2014 NATIONAL AVERAGES		
MIDRANGE	Job Cost	Resale Value	Cost Recouped	Job Cost	Resale Value	Cost Recouped	Job Cost	Resale Value	Cost Recouped
Attic Bedroom Remodel	\$62,618	\$64,095	102.4%	\$58,550	\$59,815	102.0%	\$49,438	\$41,656	84.3%
Backup Power Generator	13,347	10,590	79.3%	12,955	9,369	72.0%	11,742	7,922	67.5%
Basement Remodel	80,273	79,328	98.8%	75,507	76,720	102.0%	62,834	48,777	77.6%
Bathroom Addition	47,638	37,415	78.5%	44,693	35,034	78.0%	38,186	22,940	60.1%
Bathroom Remodel	20,406	19,799	97.0%	19,091	17,532	92.0%	16,128	11,688	72.5%
Deck Addition (wood)	12,209	12,443	101.9%	11,554	12,571	109.0%	9,539	8,334	87.4%
Deck Addition (composite)	17,916	16,364	91.3%	17,094	15,704	92.0%	15,437	11,476	74.3%
Entry Door Replacement (steel)	1,368	1,673	122.3%	1,295	1,458	113.0%	1,162	1,122	96.6%
Entry Door Replacement (fiberglass)	3,039	2,581	84.9%	2,964	2,475	84.0%	2,822	1,997	70.8%
Family Room Addition	101,807	80,618	79.2%	95,529	85,650	90.0%	80,765	55,540	68.8%
Garage Addition	59,392	49,786	83.8%	56,262	51,294	91.0%	49,911	34,598	69.3%
Garage Door Replacement	1,809	1,712	95.0%	1,734	1,693	98.0%	1,534	1,283	83.7%
Home Office Remodel	33,928	20,008	59.0%	32,240	19,767	61.0%	28,000	13,697	48.9%
Major Kitchen Remodel	65,216	55,602	85.3%	62,163	55,020	89.0%	54,909	40,732	74.2%
Master Suite Addition	130,368	102,155	78.0%	122,188	98,751	81.0%	103,844	70,121	67.5%
Minor Kitchen Remodel	22,718	23,100	101.7%	21,554	22,336	104.0%	18,856	15,585	82.7%
Roofing Replacement	25,514	20,058	78.6%	22,716	19,144	84.0%	18,913	12,777	67.6%
Siding Replacement (vinyl)	14,611	10,853	74.3%	13,591	11,590	85.0%	11,475	8,975	78.2%
Sunroom Addition	86,941	51,764	59.5%	82,655	50,364	61.0%	73,546	38,011	51.7%
Two-Story Addition	185,129	161,263	87.1%	175,049	156,799	90.0%	155,365	111,579	71.8%
Window Replacement (vinyl)	11,819	11,176	94.6%	11,220	11,206	100.0%	9,978	7,857	78.7%
Window Replacement (wood)	12,914	13,000	100.7%	12,294	12,565	102.0%	10,926	8,662	79.3%
UPSCALE	Job Cost	Resale Value	Cost Recouped	Job Cost	Resale Value	Cost Recouped	Job Cost	Resale Value	Cost Recouped
Bathroom Addition	\$86,948	\$66,228	76.2%	\$82,293	\$61,983	75.0%	\$72,538	\$43,936	60.6%
Bathroom Remodel	59,654	49,722	83.4%	56,920	46,135	81.0%	51,374	32,660	63.6%
Deck Addition (composite)	42,592	37,181	87.3%	40,146	32,472	81.0%	35,158	22,881	65.1%
Garage Addition	98,105	68,679	70.0%	92,958	65,986	71.0%	82,311	48,065	58.4%
Garage Door Replacement	3,107	2,938	94.6%	3,047	3,171	104.0%	2,791	2,315	82.9%
Grand Entrance	7,922	6,917	87.3%	7,697	6,572	85.0%	7,305	5,163	70.7%
Major Kitchen Remodel	124,544	97,212	78.0%	120,019	94,410	79.0%	109,935	69,973	63.6%
Master Suite Addition	264,383	174,972	66.0%	251,479	172,899	69.0%	224,989	125,920	56.0%
Roofing Replacement	47,921	34,013	71.0%	43,167	32,683	76.0%	34,495	21,731	63.0%
Siding Replacement (fiber-cement)	16,785	14,494	86.4%	15,870	15,762	99.0%	13,378	11,645	87.0%
Siding Replacement (foam-backed vinyl)	17,536	13,555	77.3%	16,615	14,563	88.0%	14,236	11,124	78.1%
Window Replacement (vinyl)	14,916	13,637	91.4%	14,377	14,098	98.0%	13,385	10,252	76.6%
Window Replacement (wood)	18,607	17,713	95.2%	18,009	17,211	96.0%	16,798	12,438	74.0%

CONFIDENCE LEVEL: 95% +/-5.26

CONFIDENCE LEVEL: 95% +/-1.96%

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Ventura, CA

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PROJECT TYPE	VENTURA			PACIFIC			2014 NATIONAL AVERAGES		
MIDRANGE	Job Cost	Resale Value	Cost Recouped	Job Cost	Resale Value	Cost Recouped	Job Cost	Resale Value	Cost Recouped
Attic Bedroom Remodel	\$59,441	\$50,000	84.1%	\$58,550	\$59,815	102.0%	\$49,438	\$41,656	84.3%
Backup Power Generator	13,026	4,900	37.6%	12,955	9,369	72.0%	11,742	7,922	67.5%
Basement Remodel	79,648	73,000	91.7%	75,507	76,720	102.0%	62,834	48,777	77.6%
Bathroom Addition	45,384	27,500	60.6%	44,693	35,034	78.0%	38,186	22,940	60.1%
Bathroom Remodel	19,445	16,167	83.1%	19,091	17,532	92.0%	16,128	11,688	72.5%
Deck Addition (wood)	11,745	12,500	106.4%	11,554	12,571	109.0%	9,539	8,334	87.4%
Deck Addition (composite)	17,241	14,667	85.1%	17,094	15,704	92.0%	15,437	11,476	74.3%
Entry Door Replacement (steel)	1,310	1,520	116.0%	1,295	1,458	113.0%	1,162	1,122	96.6%
Entry Door Replacement (fiberglass)	2,982	2,433	81.6%	2,964	2,475	84.0%	2,822	1,997	70.8%
Family Room Addition	97,188	75,833	78.0%	95,529	85,650	90.0%	80,765	55,540	68.8%
Garage Addition	57,007	50,833	89.2%	56,262	51,294	91.0%	49,911	34,598	69.3%
Garage Door Replacement	1,724	2,042	118.0%	1,734	1,693	98.0%	1,534	1,283	83.7%
Home Office Remodel	32,722	17,833	54.5%	32,240	19,767	61.0%	28,000	13,697	48.9%
Major Kitchen Remodel	63,057	45,000	71.4%	62,163	55,020	89.0%	54,909	40,732	74.2%
Master Suite Addition	124,304	98,333	79.0%	122,188	98,751	81.0%	103,844	70,121	67.5%
Minor Kitchen Remodel	21,875	19,000	86.9%	21,554	22,336	104.0%	18,856	15,585	82.7%
Roofing Replacement	24,521	17,167	70.0%	22,716	19,144	84.0%	18,913	12,777	67.6%
Siding Replacement (vinyl)	13,842	11,917	86.1%	13,591	11,590	85.0%	11,475	8,975	78.2%
Sunroom Addition	83,640	43,333	51.8%	82,655	50,364	61.0%	73,546	38,011	51.7%
Two-Story Addition	177,233	150,833	85.1%	175,049	156,799	90.0%	155,365	111,579	71.8%
Window Replacement (vinyl)	11,372	8,750	76.9%	11,220	11,206	100.0%	9,978	7,857	78.7%
Window Replacement (wood)	12,468	9,833	78.9%	12,294	12,565	102.0%	10,926	8,662	79.3%
UPSCALE	Job Cost	Resale Value	Cost Recouped	Job Cost	Resale Value	Cost Recouped	Job Cost	Resale Value	Cost Recouped
Bathroom Addition	\$83,370	\$44,167	53.0%	\$82,293	\$61,983	75.0%	\$72,538	\$43,936	60.6%
Bathroom Remodel	57,485	38,333	66.7%	56,920	46,135	81.0%	51,374	32,660	63.6%
Deck Addition (composite)	40,735	26,667	65.5%	40,146	32,472	81.0%	35,158	22,881	65.1%
Garage Addition	94,094	60,000	63.8%	92,958	65,986	71.0%	82,311	48,065	58.4%
Garage Door Replacement	3,004	3,625	120.7%	3,047	3,171	104.0%	2,791	2,315	82.9%
Grand Entrance	7,740	4,833	62.4%	7,697	6,572	85.0%	7,305	5,163	70.7%
Major Kitchen Remodel	121,258	75,000	62.0%	120,019	94,410	79.0%	109,935	69,973	63.6%
Master Suite Addition	254,019	150,833	59.0%	251,479	172,899	69.0%	224,989	125,920	56.0%
Roofing Replacement	45,186	24,583	54.4%	43,167	32,683	76.0%	34,495	21,731	63.0%
Siding Replacement (fiber-cement)	15,419	15,417	100.0%	15,870	15,762	99.0%	13,378	11,645	87.0%
Siding Replacement (foam-backed vinyl)	16,673	14,750	88.5%	16,615	14,563	88.0%	14,236	11,124	78.1%
Window Replacement (vinyl)	14,489	12,250	84.5%	14,377	14,098	98.0%	13,385	10,252	76.6%
Window Replacement (wood)	18,155	14,750	81.2%	18,009	17,211	96.0%	16,798	12,438	74.0%

CONFIDENCE LEVEL: 95% +/-5.26

CONFIDENCE LEVEL: 95% +/-1.96%

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