



# CHINOWTH & COHEN

Fall 2017 | NEWSLETTER

REALTORS.®

## Whats New

**Just Sold** | 1020 S Kalanchoe Ave | BA, OK | \$300,000  
5/3.5/3, 3391 sqft | MLS # 1717060



## Keeping Current THINKING ABOUT REMODELING?

Are you thinking you are ready for a remodel? If you're looking at opening up a kitchen or living room, upgrading counter tops, or renovating the master bath what is your next step? Call uncle Bob, a general contractor, or handyman service? Your first call, before you make any changes, should be to your local Realtor®. You already know your Realtor is your trusted advisor on the current real estate market. When it comes to which home renovations will yield the best return, Realtors are the best source for navigating you through that too! You don't want to invest a ton on unnecessary upgrades that won't result in a higher selling price, based on your home's price point and neighborhood. Realtors have exposure to fads and trends that are current, up & coming, as opposed yesterday's chevron print. Most homeowners aren't aware the difference between an upgrade that will sell their home faster versus an upgrade that will raise the market value of their home.

If you are a fan of HGTV, you've realized already that opening up floor plans and upgrading bathrooms and kitchens are big factors in saleability. In today's real estate world, formal living rooms and dining rooms with four floor-to-ceiling walls aren't as appealing to most buyers. Sometimes, even certain paint colors need a

professionals perspective. One thing you can be sure of, buyers like purchasing homes with updated appliances. Something that might not be top of mind is your roof. Today's buyer expects a roof that is solid, especially since we live in Oklahoma and deal with all kinds of wind and severe weather. Buyers also expect the efficiency and savings that come along with great HVAC and hot water systems, adequate insulation and energy-efficient windows.

Most homeowners don't realize it's normal to have their Realtor provide expert advice in these areas, beyond the basics. To today's buyer, 40-50 percent of all homes are considered undesirable and outdated, need repairs or have choppy floor plans. For this reason, many buyers choose new construction homes for the same or even a lower price. Don't let this discourage you, pricing your home correctly can always overcome any outdated areas.

I'd love to help you maximize your investment, even if you are not planning on selling anytime soon. Reach out to me to assist in planning your remodel – before you engage a contractor or do it yourself.



CHINOWTH  
& COHEN REALTORS.

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IF YOU KNOW  
ANYONE LOOKING TO  
*buy or sell* A HOME,  
PLEASE LET ME KNOW!

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