

HomeGain 2009 Top 12 Home Improvements Survey Results

Due to popular demand from the real estate community, HomeGain.com regularly conducts its nationwide home improvement and home staging [Home Sale Maximizer™](#) survey. Past findings from the survey have been a guide for thousands of home sellers in preparing their home for sale.



HomeGain recently conducted a new survey of **top 12 low cost*, do-it-yourself (DIY) home improvements** for people getting their home ready to sell. Nearly 1,000 REALTORS® responded to the survey.

The top five nationwide home improvements that Realtors recommend to home sellers, based on average cost and return on investment (ROI) to sellers, are:

1. **Cleaning and de-cluttering** (\$200 cost / \$1,700 price increase / 872% ROI / 98% recommended)
2. **Home staging** (\$300 cost / \$1,780 price increase / 586% ROI / 82% recommended)
3. **Lightening and brightening** (\$230 cost / \$1,300 price increase / 572% ROI / 95% recommended)
4. **Landscaping** (\$320 cost / \$1,500 price increase / 473% ROI / 94% recommended)
5. **Repair Plumbing** (\$385 cost / \$1,250 price increase / 327% ROI / 88% recommended)
6. **Update electrical** (\$400 cost / \$1225 price increase / 310% ROI / 89% recommended)
7. **Replacing or shampooing carpets** (\$300 cost / \$1420 price increase / 586% ROI / 82% recommended)
8. **Painting interior walls** (\$700 cost / \$1770 price increase / 250% ROI / 94% recommended)
9. **Repair damaged floors** (\$650 cost / \$1600 price increase / 250% ROI / 91% recommended)
10. **Update kitchen** (\$1200 cost / \$2850 price increase / 237% ROI / 69% recommended)
11. **Paint outside of home** (\$900 cost / \$1815 price increase / 200% ROI / 81% recommended)
12. **Update bathroom/s** (\$830 cost / \$1430 price increase / 172% ROI / 70% recommended)


Continued...

One Day Home Staging & Redesign Judy Carlough, Owner 978 455 3861

Costs are averages and rounded up. For ranges of values, see chart 1 below. For actual price increase, see chart 2 below.

HomeGain 2009 Top 12 DIY Home Improvements For Sellers (National)

Home Improvement Project	Average Cost	Home Price Increase	Return on Investment	% of Agents Recommending
Clean and De-clutter	\$100-\$200	\$1500-\$2000	872%	98%
Home Staging	\$300-\$400	\$1500-\$2000	586%	82%
Lighten and Brighten	\$200-\$300	\$1000-\$1500	572%	95%
Landscape Front/Back	\$300-\$400	\$1500-\$2000	473%	94%
Repair Plumbing	\$300-\$400	\$1000-\$1500	327%	88%
Update Electrical	\$300-\$400	\$1000-\$1500	309%	89%
Replace or Shampoo Carpets	\$400-\$500	\$1000-\$1500	295%	97%
Paint Interior Walls	\$500-\$750	\$1500-\$2000	250%	94%
Repair Damaged Floors	\$500-\$750	\$1500-\$2000	250%	91%
Update Kitchen	\$1000-\$1500	\$2000-\$3000	237%	69%
Paint Outside of Home	\$750-\$1000	\$1500-\$2000	201%	81%
Update Bathroom	\$750-\$1000	\$1000-\$1500	172%	70%

© 2009 HomeGain.com, Inc.
www.homegain.com/sellertools


Cleaning and de-cluttering continues to rank as the top suggested [home improvement](#) (since the survey was originally conducted in 2003). This low cost home improvement is recommended by 98% of Realtors and costs less than \$200 but has a returning value of nearly \$1,700 to the home’s sale price, or an 872% return (ROI).

In [2007 survey results](#), Lightening and Brightening had the second highest ROI followed by Home Staging. Two years later, Home Staging overtakes Lightening and Brightening.

“Many Realtors agree, especially in a buyer’s market, that sellers who make these recommended home improvements often get their homes sold faster and at higher prices,” stated [Louis Cammarosano](#), General Manager at HomeGain. “We have customized our Home Sale Maximizer online home improvement tool to help identify and prioritize the projects that can increase the salability and selling price of your home.”