



HOME IMPROVEMENT · ROI · WHAT ACTUALLY MATTERS

Don't Renovate Your House Into Bankruptcy.

A brutally honest guide to which home upgrades actually pay you back — and which ones are just really expensive ways to feel good about yourself. Interior and exterior ROI, ranked and explained for Southwestern Pennsylvania sellers.

"Yes, your neighbor put in a \$95,000 kitchen. No, they did not recoup it. Yes, they're still talking about their 'investment.' We are not doing that."



High ROI Projects

The ones that actually move the needle on sale price and speed



Middle Ground

Nice to have, won't hurt you, probably won't retire you either



Money Pits

Things sellers love and buyers shrug at — avoid before listing

THE GOLDEN RULE

"Renovate to sell, not to live." The upgrades that improve *your* quality of life rarely overlap with the upgrades that improve *your sale price*. This guide is about the overlap — and the gaps.



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Spend smart.
Sell stronger.

Exterior Upgrades

First impressions aren't just for first dates. Buyers form opinions about your house before they've finished parking. Everything outside is either making you money or costing you it.

Curb appeal is the original pre-approval. A buyer who dislikes your exterior is already mentally writing a low offer while they're still in the car. Conversely, a buyer who loves what they see walks in with an emotional bias toward your home — and emotional buyers pay more. Exterior ROI is almost always dollar-for-dollar one of the best categories in home improvement.

Garage Door Replacement

HIGH ROI

AVG COST
\$1,200–\$2,500

AVG RECOUP
94–103%

The single highest ROI project in the entire Remodeling Cost vs. Value report — almost every year, for almost every region. It's a garage door. The bar for 'best investment in your home' is lower than you think.

- Highest ROI of any single project nationally
- Carriage-style doors photograph dramatically better
- Old wood doors warp, stick, and terrify buyers
- New door = cleaner curb appeal instantly
- Steel doors with windows hit the sweet spot
- Insulated models add minor energy story

SWPA: SWPA's older ranch, split-level, and colonial stock often has original or dated garage doors. A new door on a \$220,000 listing creates the visual impression of a \$240,000 house — for \$1,800.

Entry Door Replacement (Steel)

HIGH ROI

AVG COST
\$1,200–\$2,200

AVG RECOUP
85–100%

Your front door is the handshake of your house. A flimsy, faded, dented entry door says 'owner gave up.' A bold, solid, well-framed door says 'someone cared about this place.' One tells buyers to offer less. The other says offer more.

- Steel doors outperform fiberglass and wood on ROI
- A pop of color (navy, red, black) photographs beautifully
- Buyers open that door before every showing
- Adds perceived security — major buyer checkbox
- New hardware is \$150 and transforms the look
- Paired with sidelights: dramatic upgrade, mild cost bump

SWPA: Exceptionally effective in SWPA's mid-range price brackets (\$150K–\$350K) where the entry door sets the psychological price anchor for buyers walking in.

Manufactured Stone Veneer (Partial)

HIGH ROI

AVG COST
\$8,000–\$18,000

AVG RECOUP
88–102%

Partial stone veneer on the front of a house does something magical: it makes the house look like it costs more money. Not a little more. A lot more. Buyers don't price the stone — they just feel the house is 'nicer.' That feeling is worth real dollars.

- Consistently ranks top-3 in ROI nationally
- Accent on foundation/front gable = highest impact per dollar
- Pairs exceptionally well with new garage door
- Works on ranch, colonial, split-level exterior profiles
- Full stone coverage on entire house = diminishing returns
- Doesn't require HOA approval in most SWPA communities

SWPA: Popular in SWPA's suburban markets (North Hills, South Hills, Peters Township, Cranberry). Especially effective on the 1970s–1990s ranches and split-levels that dominate the region's inventory — it modernizes the profile without a gut renovation.

Fresh Paint — Full Exterior

HIGH ROI

AVG COST
\$3,000–\$8,000

AVG RECOUP
60–80%

Fresh exterior paint is the cheat code. It costs a fraction of any structural improvement and delivers 100% of the 'wow, this place was cared for' signal that buyers are looking for. Peeling paint is the fastest way to lose \$10,000 in perceived value.

- Removes all 'deferred maintenance' visual signals
- Paired with bright trim: instant visual upgrade
- ROI highest when paint was clearly failing pre-listing
- Neutral tones (warm gray, white, soft sage) photograph best
- Critical in SWPA where older homes commonly need it
- Don't forget shutters, soffits, and fascia

SWPA: In SWPA's older housing stock, a well-done exterior paint job can single-handedly move a home from 'fixer-upper' to 'move-in ready' pricing in a buyer's mental model.

Landscaping & Mulch — Basic Refresh

HIGH ROI

AVG COST
\$500–\$3,000

AVG RECOUP
High on lower end

\$400 in mulch and a \$12 flat of annuals from Lowes vs. overgrown shrubs that haven't been trimmed since 2009. One of these sells the house. The other makes buyers wonder what else was neglected.

- Fresh mulch is the cheapest high-impact project
- Edged beds look intentional — untrimmed beds look abandoned
- Clean gutters — buyers look up
- Trim overgrown shrubs — they hide windows and add age
- Seasonal annuals at the entry add color for listings
- Power wash the driveway and walks — \$200, massive impact

SWPA: Non-negotiable for any SWPA home hitting the market spring through fall. Pittsburgh buyers notice landscaping. A neglected yard signals a neglected house, even when the interior is pristine.

New Roof

MODERATE

AVG COST
\$10,000–\$25,000

AVG RECOUP
50–70% (but eliminates negotiating loss)

A new roof rarely gets you dollar-for-dollar back at closing. But a failing or aging roof will lose you TWICE its value in inspection negotiations, buyer credits, and scared-off offers. You're not paying for the roof — you're paying to not lose a deal over it.

- Eliminates the #1 inspection objection in SWPA
- A roof credit in lieu of replacement nets sellers less
- 15-25 year warranty is a strong marketing point
- Buyers and their agents can spot aging roofs from the street
- Architectural shingles photo better than 3-tab
- 'New Roof 2024' in listing copy is a genuine sell

SWPA: Pennsylvania weather — freeze/thaw, ice dams, high snow loads — accelerates roof wear. A 20-year roof in SWPA often looks like a 25-year roof elsewhere. Get it inspected before listing. Know what you're dealing with.

Windows — Full Replacement

MODERATE

AVG COST
\$12,000–\$25,000+

AVG RECOUP
55–75%

New windows are the project that buyers appreciate and agents love to list — and that rarely pays back in full. You will not recoup \$18,000 in new windows on a \$220,000 house. But failed seals, fogged glass, and drafty frames will cost you in every offer. Replace what needs replacing. Don't gold-plate it.

- Replace failed, fogged, or single-pane windows — yes
- Energy efficiency story is compelling in SWPA winters
- Wood windows on historic homes: worth preserving for buyers
- Replace perfectly functional older windows — probably not
- Vinyl windows in mid-range homes hit the sweet spot
- New windows on a dated exterior: better with fresh paint too

SWPA: Many SWPA homes in the \$175K–\$350K range still have original windows from the 1970s–1980s. Fogged or failed seals are nearly universal inspection findings. Selective replacement of problem windows makes more financial sense than a full-house replacement.

Hot Tub / Swimming Pool Addition

LOW ROI

AVG COST
Pool: \$40,000–\$80,000 | Hot Tub: \$5,000–\$12,000

AVG RECOUP
20–40% (pools) / 30–50% (hot tubs)

Nothing says 'I made a decision based on one hot summer and three margaritas' quite like adding a pool to a SWPA home you're about to sell. Pools in Pennsylvania are a liability calculation for buyers, not a value-add. Nine months of covers and chemicals vs. three months of use. Buyers with kids love them. Then they get the homeowners insurance quote.

- Pennsylvania pools are seasonal — 3 months max utility
- Limits your buyer pool (no pun intended) — some buyers screen out pools
- In-ground pool in excellent condition = minor value in higher price brackets
- Adds to insurance, liability, and maintenance costs buyers must absorb
- HOA restrictions common in SWPA developments
- Above-ground pool = remove before listing, full stop

SWPA: In SWPA's market, pools are generally neutral-to-negative for sellers in the \$200K–\$400K range. The insurance cost, seasonal utility, and buyer lifestyle variation make it a feature that helps maybe 20% of buyers and concerns the rest. If you have one, market it. Don't add one to sell.

Interior Upgrades

Once they're inside, buyers are telling themselves a story. Your job is to give them the right story. The right projects make them feel "this house is worth it." The wrong ones just make you feel better about living there.

Interior ROI is highly context-dependent. A \$30,000 kitchen remodel in a \$175,000 house is a terrible investment. The same project in a \$550,000 house may be essential. The rule: upgrades should be proportional to the home's price point, the neighborhood's ceiling, and the competition you're up against. Always check what's selling around you before opening a single cabinet.

Minor Kitchen Remodel (Cosmetic)

📈 HIGH ROI

AVG COST
\$5,000–\$20,000

AVG RECOUP
75–85%

Nobody ever said 'I won't buy this house because the kitchen was too updated.' But they absolutely say 'I love the house but the kitchen is going to need work' — then deduct \$25,000. A minor kitchen refresh is the most targeted ROI play in residential real estate.

- Paint existing cabinets vs. replace = \$1,500 vs. \$15,000
- New hardware: \$200–\$400, transforms perception instantly
- New countertops (quartz/laminate) make the biggest visual jump
- New sink and faucet: \$300–\$600, dramatic upgrade
- Stainless appliances: essential in competitive markets
- Backsplash tile: \$800–\$2,000 installed, photographs beautifully

SWPA: SWPA's mid-range market (\$180K–\$350K) responds powerfully to cosmetic kitchen updates. Buyers in this bracket are highly photo-driven — a refreshed kitchen with updated surfaces and hardware gets more showing requests than any other single interior upgrade.

Fresh Interior Paint — Whole Home

📈 HIGH ROI

AVG COST
\$2,500–\$6,000

AVG RECOUP
Near 100%+ perceived

'Neutral' is not a dirty word. It's the color that makes buyers mentally place their own furniture. Highly personalized paint choices tell buyers 'you'll need to repaint everything.' Neutral paint says 'move your stuff in.' One of those costs you \$8,000 in offer price. The other costs you \$80 a gallon.

- Neutral warm whites and greiges read as 'fresh' in photos
- Covers all the scuffs, marks, and general life on the walls
- One of the highest perceived-value moves per dollar spent
- Bold accent walls: remove or tone down before listing
- Don't forget ceilings, trim, and doors for the full effect
- Properly prepped surfaces or don't bother — patching matters

SWPA: A consistently top-recommended pre-listing project by SWPA agents across all price ranges. The before/after of a freshly painted SWPA row house or brick colonial is genuinely dramatic. Don't skip it.

Hardwood Floor Refinishing

📈 HIGH ROI

AVG COST
\$1,500–\$5,000

AVG RECOUP
70–85%

Hardwood floors are a feature that buyers actively seek. Scratched, dull, or damaged hardwood is a feature buyers actively negotiate against. The good news: refinishing is a fraction of the cost of replacement and often makes 60-year-old floors look better than new. This is the highest-bang-per-square-foot project in SWPA's older housing stock.

- SWPA homes frequently have oak hardwood under carpet
- Removing carpet + refinishing: often \$3,000–\$8,000 total
- 'Original hardwood floors' is a selling feature worth real money
- Dark stains vs. natural: natural photographs lighter and larger
- Area rugs can continue covering problem sections after refinish
- Buyers look at floors immediately — second thing after ceilings

SWPA: One of the most universally applicable projects for SWPA's pre-1980s housing stock. A significant percentage of homes in the \$150K–\$350K range have original hardwood hidden under dated carpet — revealing and refinishing it can add \$10,000–\$20,000 in perceived value for \$3,000–\$5,000 in work.

Bathroom Refresh (Cosmetic)

📈 HIGH ROI

AVG COST
\$2,500–\$8,000

AVG RECOUP
65–80%

Bathrooms and kitchens sell houses. Everybody says it. Everybody nods. And then sellers still list with original 1982 pink tile, harvest gold vanities, and a brass toilet paper holder that's been there since the Reagan administration. The bathroom is where buyers decide how hard they're going to negotiate.

- New vanity + mirror: \$400–\$900 installed, massive visual upgrade
- New faucet + hardware: \$150–\$300 — easiest win
- Re-caulk tub/shower: \$40 in materials, looks like new construction
- Paint walls and ceiling — even small baths look larger fresh
- New toilet seat: \$30. Buyers touch it. Make it not awful.
- Grout cleaning/recoloring: \$200 professional, transforms tile

SWPA: Dated bathrooms are the #1 negotiation lever buyers use in SWPA. A bathroom that 'needs updating' is mentally priced by buyers at \$15,000–\$25,000 in deductions regardless of actual renovation cost. A \$4,000 cosmetic refresh eliminates that entire negotiating position.

Full Major Kitchen Remodel

📊 MODERATE

AVG COST
\$35,000–\$80,000+

AVG RECOUP
50–65%

A full kitchen remodel is the project homeowners do for themselves — then are shocked when buyers don't pay them back dollar for dollar. Buyers appreciate the nice kitchen. They just don't pay you what it cost. They pay what the neighborhood ceiling allows. And the neighborhood ceiling doesn't care what you spent on your waterfall-edge island.

- Best ROI when kitchen is functionally broken, not just dated
- Layout changes (removing walls) have the highest perceived value
- Custom cabinetry vs. semi-custom: diminishing returns above \$20K
- High-end appliances don't recover their cost in most price brackets
- Proportional to the home's price: \$40K kitchen on \$200K house = no
- Open concept conversion: most ROI from a structural kitchen project

SWPA: In SWPA's \$400K+ market (Fox Chapel, Upper St. Clair, Sewickley), a renovated kitchen is table stakes and buyers expect it. In the \$175K–\$350K range, a full kitchen remodel is rarely justified by the numbers — a cosmetic refresh achieves 80% of the same buyer response for 15% of the cost.

Primary Suite Addition / Full Bath Addition

📊 MODERATE

AVG COST
\$25,000–\$75,000+

AVG RECOUP
50–60%

Adding a primary suite is transformative for your daily life and humbling for your bank account at closing. Buyers want primary suites. They just want you to have put one in before you bought the house, so you absorbed the cost and they benefit from it at a modest premium. Such is real estate.

- Adding a bathroom to a 1-bath home: significant value jump
- Moving from 1.5 to 2 full baths: material buyer pool expansion
- Primary suite addition: high cost, rarely full recoup
- Secondary bathroom additions recoup better than primary suite adds
- Half bath (powder room) addition: strong ROI for low cost
- Converting a bedroom to a bath: permanent square footage loss

SWPA: Adding a second full bath in SWPA's large stock of 1-bath homes (particularly in Pittsburgh's city neighborhoods and older suburbs) can be the difference between a \$190,000 sale and a \$225,000 sale. The math often works. The math for a full primary suite addition on a cape cod often does not.

Finished Basement

📊 MODERATE

AVG COST
\$15,000–\$45,000

AVG RECOUP
55–75%

A finished basement is marketing gold — 'bonus room,' 'recreation room,' 'home office,' 'in-law suite potential' — whatever gets the most clicks on Zillow. Buyers love the concept. The actual recoup varies wildly based on how it's done. Bare-minimum drywall and carpet finished basements are not the same as thoughtfully designed, properly permitted bonus space.

- High ceilings (7ft+) are essential — low ceilings kill the value
- Egress window required for any sleeping space count
- Permits matter: unpermitted finishing is an appraiser/buyer problem
- Wet bar or kitchenette: popular in SWPA's sports-watching culture
- Home office dedicated space: post-pandemic buyer priority
- Separate outside entrance significantly increases value

SWPA: SWPA homes commonly have walk-out or garden-level basements — ideal for finishing. A well-done SWPA basement adds 400–600 sq ft to livable space and can add \$20,000–\$40,000 in perceived value. Always permit the work — Allegheny County municipal inspections are active and buyers' lenders notice.

Home Office Conversion

📈 HIGH ROI

AVG COST
\$500–\$5,000

AVG RECOUP
Strong perceived ROI

The pandemic permanently changed what 'a room you could use as an office' means in buyer psychology. It's now a checkbox. Having a dedicated, staged home office in your listing photos is worth more than the square footage suggests. It's worth the mental image of not having to commute every day.

- A staged office is a marketing tool even if buyers convert it back
- Built-in shelving adds permanence and perceived value
- Proper lighting and clean backdrop for video calls: buyers notice
- French doors to an office: high visual impact, low cost
- Dedicated internet routing/outlet placement matters to buyers
- Don't sacrifice a bedroom count for an office — bedroom count is appraised

SWPA: SWPA's suburban markets (North Hills, South Hills, East End) have seen home office demand remain elevated since 2020. Hybrid workers — the dominant workforce profile in the Pittsburgh market — price dedicated office space as a genuine amenity.

Smart Home Technology

📉 LOW ROI

AVG COST
\$1,000–\$8,000

AVG RECOUP
25–40% direct

A smart thermostat, video doorbell, and smart locks are table stakes in 2024 and photograph well in listings. A full house smart system — smart blinds, smart lighting scenes, whole-home audio wired to a proprietary hub — is a trap. Buyers are impressed for thirty seconds. Then they realize it requires a specific app, a subscription, and a technician to reprogram when they change the WiFi password.

- Smart thermostat (Nest/Ecobee): \$250, 100% perceived return
- Video doorbell: \$200, buyers love it, leave it
- Smart locks: \$200, buyer convenience, leave them
- Full home automation systems: high cost, low buyer recoup
- Wired speaker systems: buyers either love or hate them
- Proprietary systems reduce buyer pool (they inherit a subscription)

SWPA: Install the basics. Skip the custom integration. SWPA buyers are practical — they want the thermostat app and the Ring doorbell. They don't want to call a company to dim their dining room lights.

Luxury Additions (Wine Cellar, Home Theater, etc.)

📉 LOW ROI

AVG COST
\$20,000–\$100,000+

AVG RECOUP
20–40%

Your wine cellar is a very expensive way to tell buyers 'I hope you also drink wine.' Your home theater with 4K laser projection and Dolby Atmos is a marvel that the next buyer will convert to a playroom in 18 months. Ultra-niche improvements serve ultra-niche buyers. Everyone else sees 'renovation cost.'








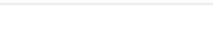









- Niche improvements narrow your buyer pool substantially
- Buyers without the interest price them as 'rooms to change'
- Wine cellars in non-luxury price brackets: zero premium
- Saunas: rising in popularity but rarely recouped
- Wet bars: more universal appeal than theater/cellar/sauna
- Gym rooms: increasingly mainstream — better recoup than other niche

SWPA: In SWPA's luxury market (\$750K+), these amenities are expected and may be required to compete. In the broad SWPA market below \$500K, ultra-custom amenities create features that serve maybe 5% of buyers while raising seller expectations that the market simply won't support.







The Master ROI Rankings

Every project ranked by recoup rate, SWPA context, and how likely it is to actually affect your buyer's offer — not just your feelings about the renovation.

TOP PERFORMING PROJECTS — RANKED BY AVERAGE RECOUP

#	PROJECT	AVG COST	RECOUP	ROI VISUAL
#1	Garage Door Replacement Exterior · One-time swap	\$1,200–\$2,500	94–103%	 98%
#2	Manufactured Stone Veneer Exterior · Front facade	\$8,000–\$18,000	88–102%	 95%
#3	Entry Door Replacement (Steel) Exterior · Curb appeal	\$1,200–\$2,200	85–100%	 92%
#4	Interior Paint — Whole Home Interior · Every room	\$2,500–\$6,000	Near 100%+	 90%
#5	Landscaping / Mulch Refresh Exterior · Beds & entry	\$500–\$3,000	100%+ on small spend	 88%
#6	Hardwood Floor Refinishing Interior · Main living areas	\$1,500–\$5,000	70–85%	 77%
#7	Minor Kitchen Remodel (Cosmetic) Interior · Paint, hardware, counters	\$5,000–\$20,000	75–85%	 80%
#8	Exterior Paint — Full House Exterior · Full repaint	\$3,000–\$8,000	60–80%	 70%
#9	Bathroom Refresh (Cosmetic) Interior · Cosmetic only	\$2,500–\$8,000	65–80%	 72%
#10	Finished Basement Interior · Bonus space	\$15,000–\$45,000	55–75%	 65%
#11	New Roof Exterior · Full replacement	\$10,000–\$25,000	50–70%	 60%
#12	Window Replacement (Full) Interior/Exterior · Energy	\$12,000–\$25,000+	55–75%	 65%
#13	Major Kitchen Remodel Interior · Full gut/remodel	\$35,000–\$80,000+	50–65%	 57%
#14	Primary Suite / Bath Addition Interior · Addition	\$25,000–\$75,000+	50–60%	 55%
#15	Smart Home Systems (full) Interior · Full automation	\$1,000–\$8,000	25–40%	 32%
#16	In-Ground Pool Exterior · PA seasonal liability	\$40,000–\$80,000	20–40%	 30%
#17	Luxury Additions (theater, cellar) Interior · Niche audience	\$20,000–\$100,000+	20–40%	 28%

🚫 THE HALL OF SHAME — PRE-LISTING PROJECTS THAT DON'T PAY OFF

-  **Converting a Bedroom to a Closet** (Any cost)
Bedroom count is how appraisers value your home. Removing a bedroom to create a lavish closet removes appraised value permanently. Every bedroom lost is roughly \$10,000–\$20,000 in most SWPA markets. The closet is worth zero.
-  **Inground Pool (pre-listing)** (\$40,000–\$80,000)
You are adding a seasonal liability in a 9-month-winter state. Buyers with kids under 5 screen out pools (insurance/safety). Buyers without kids see expensive maintenance. You will not recoup this in SWPA. Do not do this to sell your house.
-  **High-End Appliances in Mid-Range Homes** (\$5,000–\$15,000)
Sub-Zero and Wolf in a \$240,000 house is adorable. Buyers in that price bracket appreciate it. They don't pay for it. The appraiser doesn't, either. Match your appliances to your price point — mid-range stainless, not professional-grade restaurant equipment.
-  **Custom / Highly Personalized Features** (Varies wildly)
Murals. Themed rooms. Bold wallpaper. Custom built-ins sized to your specific furniture. Buyers either love it or factor in the cost to remove it. Guess which answer you get more often.
-  **Over-Improving for the Neighborhood** (Any amount)
The neighborhood sets the ceiling. A \$95,000 kitchen remodel on a block where nothing sells above \$310,000 will not produce a \$405,000 sale. It will produce a \$315,000 sale, a lot of stress, and a rounding error on your equity. You cannot out-renovate your comp set.
-  **Sunroom or Addition Without Permits** (\$15,000–\$40,000)
Non-permitted additions create title, lender, and appraisal nightmares at closing. Buyers' lenders will not lend on unapproved square footage. You will spend the money, add the space, and then spend more money to either permit it retroactively or tear it down. Always. Pull. The. Permit.

⚡ The \$5,000 Pre-Listing Sprint — Maximum Impact, Minimum Budget

If you have a \$5,000 budget and 3 weeks before listing, here is exactly where to spend it — in priority order. This combination will outperform any single large renovation on a per-dollar basis:

· Interior paint (whole home) \$2,500	· Professional deep clean \$300–\$500
· Mulch refresh + shrub trim + annuals \$600–\$1,200	· Bathroom cosmetic refresh (vanity, faucet, caulk, mirror) \$500–\$800
· Garage door (if original or visibly aged) \$1,200–\$1,800	· Entry door hardware + new light fixtures \$200–\$400

THE HONEST BOTTOM LINE

The renovation industry has a vested interest in telling you that spending \$80,000 on upgrades is a 'great investment before selling.' Your Realtor has a different interest: helping you net the most money possible. Those two interests are not always the same.

The highest ROI pre-listing moves are almost always **cheap, quick, and cosmetic** — paint, landscaping, hardware, cleaning, staging. The lowest ROI moves are almost always **expensive, slow, and structural**. Buyers buy emotion. Emotion is sold by how the house looks and feels — not by what it cost to build.

Call before you start. I've talked people out of \$40,000 renovation decisions that would have netted them \$12,000 at closing. That conversation is free. The renovation is not.

BEFORE YOU PICK UP A HAMMER

Call Me First. Renovations Later.

Every week, I talk to sellers who spent money on the wrong things — and sellers who didn't spend money and left more on the table than the renovation would have cost. The pre-listing conversation is free. The wrong renovation is not. Let's figure out which projects actually move the needle for your specific home, your specific neighborhood, and your specific competition.

WHAT I'LL TELL YOU IN THE PRE-LISTING WALKTHROUGH

- Which projects to do before listing (and which to skip)
- Whether your kitchen needs \$3,000 or \$30,000
- Contractor contacts for the projects that pencil
- What inspection items will come up anyway — prep early
- What your neighbors' renovations actually sold for
- The exact improvements that move in your price bracket
- How to price the as-is vs. improved versions of your home
- How SWPA buyers are currently reacting to specific features



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ROI figures sourced from Remodeling Magazine's annual Cost vs. Value Report, NAR research, and SWPA market transaction data. Individual results vary by property, price point, and local market conditions.