

# THE KANE HOMES LISTING METHOD

## PREP TO PENDING



Sell Faster. Earn More.



# FAST-TRACK PREP CHECKLIST

## QUICK WINS

- ☐ DECLUTTER EVERY ROOM
- ☐ DEEP CLEAN INTERIOR
- ☐ FRESH PAINT TOUCHUPS
- ☐ BRIGHT NEUTRAL DECOR
- ☐ DEPERSONALIZE
- ☐ DEEP CLEAN EXTERIOR

## STAGING PREP

- ☐ HIRE STAGER OR DIY WITH GUIDE
- ☐ LANDSCAPING REFRESH
- ☐ NEUTRALIZE PERSONAL STYLE
- ☐ LIGHTING UPDATES
- ☐ HIDE PERSONAL ITEMS
- ☐ TRUST THE PROFESSIONALS

# FIRST IMPRESSIONS

ONLINE MAKE OR BREAK YOUR LISTING

PHOTOGRAPHY



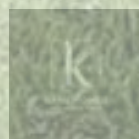
PHOTOGRAPHY

- Schedule shoot after staging
- Open blinds for natural light
- Hide cords, remotes, and clutter
- Add simple, fresh touches (fresh flowers, fruit bowl, etc...)
- According to the 2024 National Association of REALTORS® (NAR) Home Buyers and Sellers Report, a staggering 96% of home buyers used the internet to search for homes, and about 51% of buyers found the home they ultimately purchased online.





# FIRST IMPRESSIONS MATTER MOST



# TOP ROI

## EXTERIOR UPGRADES



### **STEEL ENTRY DOOR REPLACEMENT → ROI ~231%**

SOURCE: 2024 COST VS. VALUE REPORT (ORLANDO)

*One of the highest returns of any project. Buyers equate new doors with security + style.*

### **GARAGE DOOR REPLACEMENT → ROI ~190%**

SOURCE: 2024 COST VS. VALUE REPORT

*Pays for itself in curb appeal and confidence.*

### **MANUFACTURED STONE VENEER (FAÇADE) → ROI ~130–150%**

SOURCE: JLC / ZONDA

*Transforms dated exteriors into a polished, luxury look.*

### **FIBER-CEMENT SIDING REPLACEMENT → ROI ~94%**

SOURCE: 2024 COST VS. VALUE REPORT

*Durable, low-maintenance siding is a buyer trust factor.*

### **LANDSCAPING ENHANCEMENTS → ROI ~100%+ (VARIES)**

SOURCE: NAR REMODELING IMPACT REPORT

*Professional landscaping increases perceived value immediately.*

### **DECK ADDITIONS (WOOD OR COMPOSITE) → ROI ~65–80%**

SOURCE: REMODELING.HW

*Outdoor living sells — especially in Florida.*





# CASE STUDY

\$14,000 IN LANDSCAPING, PAINT, AND FRONT DOOR ADDED \$30,000 TO SALES PRICE



BEFORE



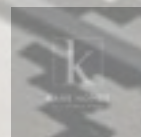
AFTER

At this Deland home, a few strategic design choices proved that sometimes less really is more—especially when every detail is executed with purpose. The home already had the heavy hitters covered: a new roof and dual HVAC systems. But by ***re-imagining the exterior*** in a crisp white palette with warm beige trim, swapping the builder-grade entry door for natural wood, and enhancing the landscaping with curated greenery and structure, the property's presence ***transformed from basic to breathtaking***. These aesthetic refinements didn't just turn heads—they turned profits. With an investment of roughly \$14,000, the projected uplift in perceived value was right at \$30,000, pushing the sales price from \$529K to the mid-\$550Ks. It's proof that when presentation meets precision, ***your curb appeal becomes one of your most powerful closing tools!***



# THE HEART OF THE HOME

IS WHERE BUYERS FALL IN LOVE



# TOP ROI

## INTERIOR UPGRADES



### **INTERIOR PAINTING (NEUTRAL TONES) → ROI UP TO 107%**

SOURCE: HOMELIGHT, ZILLOW STUDIES

*Paint is the cheapest, highest-impact upgrade.*

### **LIGHTING UPGRADES (MODERN FIXTURES, LAYERED LIGHTING) → ROI NOT QUANTIFIED, BUT HIGH BUYER IMPACT**

*Lighting sets the mood. It's often the difference between like and love.*

### **KITCHEN MINOR REMODEL (COSMETIC UPDATES, NEW COUNTERS, HARDWARE) → ROI ~85%**

SOURCE: COST VS VALUE

*Even small kitchen updates deliver major ROI.*

### **BATHROOM MINOR REMODEL → ROI ~60–70%**

SOURCE: NAR IMPACT REPORT

*Updated baths are comfort + confidence boosters.*

### **FLOORING UPGRADES (LUXURY VINYL PLANK, HARDWOOD) → ROI ~70–80%**

SOURCE: REALTOR.COM

*Floors anchor the feel of the home — buyers notice instantly.*

### **STAGING → HOMES SELL 88% FASTER & FOR 17–20% MORE**

SOURCE: RESA STUDY

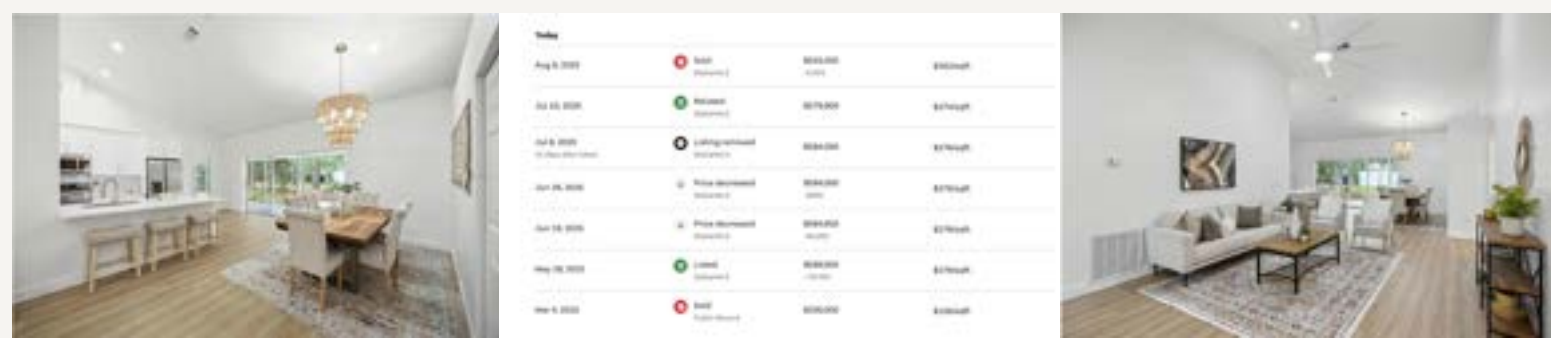
*Not a cost — an investment in ROI.*





# CASE STUDY

## INVESTMENT PROPERTY SOLD IN 12 DAYS AFTER SITTING EMPTY FOR ALMOST 2 MONTHS!



This Wesley Chapel investment property was impeccably renovated and move-in ready but **sadly sitting empty** in a hyper-competitive market driven by a balanced Florida market for the first time in 14 years! With a mere staging and professional photography investment of less than \$3,000, this property **sold in only 12 days** after sitting empty for 43 days with no offers. This translates to around \$4,000+ in carrying costs saved for the investor and a sale that could have been potentially **30% faster if staged on the first day** of listing. This could have netted them thousands more.

With the new flooring, paint, lighting, kitchen, and bath renovations, this investor sold this property for a \$220,000 profit and a 67% return on investment before costs of materials and labor.



INSURABILITY =  
MARKETABILITY

# 4-POINT INSPECTION ESSENTIALS

## **ROOF REPLACEMENT / UPDATE**

~50%-60% ROI: Florida insurers prefer roofs <15 years; new roofs increase insurability + trust.

## **HVAC SYSTEM REPLACEMENT**

~66% ROI; old units often fail inspection

*Well-functioning HVAC reduces insurance risk and improves efficiency.*

## **PLUMBING UPDATES (NO POLYBUTYLENE, COPPER, GALVANIZED)**

Old pipes can kill insurance quotes; updating ensures coverage.

## **ELECTRICAL PANEL UPGRADES**

ROI varies; Unsafe/banned panels (e.g., Federal Pacific) = insurance no-go. New panels = coverage + buyer peace of mind.

## **WATER HEATER (UPDATED WITHIN 10-15 YEARS)**

Small ROI, but avoids insurance denial.



# TOP 5 SELLER MISTAKES

## **OVER PRICING**

Overpricing your home can eliminate up to 60% of potential buyers and cause it to take two to three times longer to sell, often resulting in lower final offers and reduced ROI. In today's market, pricing right from day one protects momentum, perception, and profit.

## **SKIPPING STAGING**

Empty or cluttered homes don't photograph or sell in a timely manner. Professional staging helps buyers emotionally connect, leading to selling around 88% faster and for up to 20% more on average.



## **IGNORING CURB APPEAL**

First impressions happen before the front door opens. Fresh paint, trimmed landscaping, and a polished entryway signal that your home is well-maintained and worth every dollar.

## **NEGLECTING INSURANCE UPDATES**

Outdated systems can sink deals before they start. Ensuring your roof, HVAC, electrical, and plumbing meet insurance standards protects both value and buyer confidence.

## **NOT HIRING EXPERTS**

Nationally, homes listed with a Realtor sell for 10–30% more than FSBO properties, with NAR reporting a \$55,000 higher median price (\$435K vs. \$380K). In Florida, sellers using an agent earned an average of \$46,603 more profit than those who sold FSBO, according to Florida Realtors®.



# YOUR HOME PREP WORKSHEET

A SIMPLE WAY TO SEE WHAT'S WORTH IT—  
AND WHAT'S NOT—BEFORE YOU LIST.

Every property is different—but the math doesn't lie.

Use this worksheet to estimate what each improvement could return when it's time to sell.

Prioritize upgrades with the highest ROI and biggest visual impact.

Upgrade	Estimated Cost	ROI%	My Home Notes
Ex: Kitchen Refresh	\$10,000	85%	New countertops and lighting, new hardware
Ex: Staging Package	\$3500	100%+	Living and Dining areas, Kitchen, and Primary Suite

# A PERSONAL NOTE

## FROM ADRIENNE KANE

“I’ve spent over two decades **mastering sales, marketing, staging, and design** — and I’ve helped sell **hundreds of properties**, including my own, to **sell faster and for more money** using the very strategies in this guide. The Kane Homes Method isn’t theory — it’s a **proven system that delivers results**. I only take a limited number of new consultations each month to ensure every client gets my full attention — so if you’re ready to maximize your ROI, now’s the time to take the next step.” — Adrienne Kane, Real Broker LLC, Realtor®, Founder of Kane Homes

### CHOOSE THE RIGHT PATH FOR YOU:

Path	Best For	What’s Included	Investment
<b>Full-Service Listing &amp; Marketing</b>	Homeowners & Investors ready to sell and trust the professional to <i>maximize their time and money</i>	Pricing strategy, prep plan, pro photography, staging, digital marketing, expert negotiation	Variable, Commission-based
<b>Staging &amp; Design Services</b>	Sellers, Realtors, or investors needing property prep- <i>turning browsers into buyers</i>	Occupied & vacant staging, design consult, pre-listing updates	Custom quote – Pay-at-close available
<b>\$200 Virtual Strategy Session</b>	Anyone needing a customized game plan that <i>maximizes profit</i> before taking action	Property review, ROI roadmap, custom plan for selling or improving.	\$200 (credited if you move forward)

Let’s create a plan tailored to your property — and your profit goals. **Book your consultation today** and let’s start building your property’s profit plan.

