DAN FAUBION

SCOTTSDALE • NORTH PHOENIX • EAST VALLEY • GREATER PHOENIX

37 YEARS OF REAL ESTATE EXPERIENCE

Before You Spend $5,000 Getting Ready to Sell...

Here are the improvements worth considering — and what I would evaluate first.



Illustrative before / after concept. Not a documented renovation or cost estimate.

What matters most? How your home compares with the properties buyers can actually choose.

MY FIVE PRE-LISTING PRIORITIES

1. **Remove visible neglect**
   Weeds, dead plants, clutter, dirt, and smaller signs of deferred maintenance can raise avoidable concerns.

2. **Repair defects before decorating**
   Meaningful repairs, safety issues, and nonworking systems can deserve attention before cosmetic updates.

3. **Make the first photograph count**
   A tidy entry, clear walkways, well-maintained landscaping, and clean exterior details photograph better.

4. **Spend for your specific buyers**
   Compare the property with real listings in its neighborhood and price range, not generic design trends.

5. **Keep a reserve**
   Agree on the highest-priority work first, while allowing flexibility for repairs or buyer feedback.



Dan Faubion
602-758-1121 | dan@danfaubion.com
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FATHOM REALTY ELITE

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THREE APPROACHES TO A $5,000 PREPARATION BUDGET

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A

Curb appeal first

For an otherwise well-maintained home with overgrown beds or worn landscaping, I would evaluate cleanup, selective plants, fresh gravel, irrigation, and entry touchups.

B

Repairs first

When maintenance problems are obvious, restoring buyer confidence can matter more than decorative changes. Prioritize real defects before cosmetic upgrades.

C

Make the most of a well-maintained home

For a home already in excellent condition, focus seller spending on worthwhile cleaning, minor repairs, landscaping enhancements, and finishing touches. Professional listing photography and property marketing are services I provide — not home-improvement costs charged to you.

THE RIGHT IMPROVEMENTS ARE PROPERTY-SPECIFIC

Before you spend thousands, I would compare your condition, competition, and buyer expectations.

Let's look at your home.

Planning to sell this winter, next spring, or later? I can help prioritize improvements that matter most. This invitation extends to friends, family, and neighbors you refer.

ASK DAN ABOUT MY HOME

Proposed Home-Ready Advantage: A negotiated reduction in my listing-side compensation at closing, up to $5,000, toward qualifying pre-sale improvements is under consideration for eligible clients and referrals. Not currently available; subject to brokerage approval, individually negotiated written terms, qualifying expenses, and a successful closing.



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