



# SAMPLE HOMES

West Jordan House | Dutch House Draw

CONTACT US

EMAIL: [GH@GREGHERLEAN.COM](mailto:GH@GREGHERLEAN.COM)

PHONE: 877-399-3959

## THE HOUSE

Fortunately this house was already in a great family neighborhood, the biggest issue with the property was everything in it felt extremely cheap. We decided to improve on major selling points that are often times overlooked and capitalize on creating the most epic of family home.

One of the biggest secrets to rehab is the ability look past purely cosmetic issues that are inexpensive to resolve. The kitchen is normally the pinnacle selling feature in any property; in this case the kitchen was more of a distraction than a selling point because it screamed CHEAP.



## THE KITCHEN

The novice would have looked at the kitchen cabinets and thought “replace” instead of refinish. The magic in updating old cabinets is a product called bead board which is basically a sheet of thin particle board that can be found at any home improvement store. Bead board is cut and inserted in between the front molding of a cabinet. Bright white paint and nickel colored knobs (jewelry) are then added to transform dated cabinets into bright contemporary cabinets.

When it is comes to going the extra mile in updating a kitchen we have three words...granite, granite, granite. When we first started buying and selling property we realized that the expense of granite is surpassed by the margins of profit and overall appeal to a potential buyer, this principle goes for bathrooms as well.

Finally we added Wood Floor Warehouse’s dark flooring to cover the existing vinyl. We chose a darker color to contrast the white cabinets and stainless

## Case Study

### West Jordan House

Purchase price  
**\$200,000.00**

Total Renovation  
**\$27,000.00**

Sale Price  
**\$284,000.00**

**Profit**  
**\$57,000.00**

CONTACT US

EMAIL: [GH@GREGHERLEAN.COM](mailto:GH@GREGHERLEAN.COM)

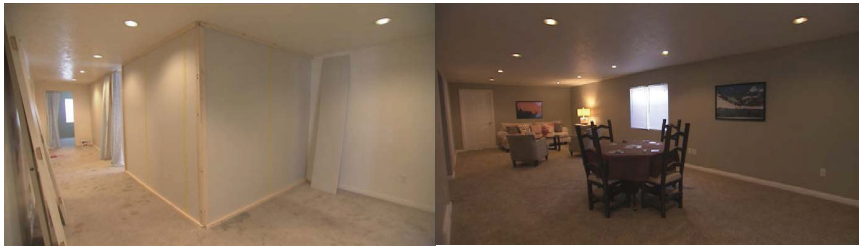
PHONE: 877-399-3959

steel appliances, the end result being a completely new and eye catching kitchen. Total Cost of the Kitchen, Cabinets, Appliances, Flooring \$6000.00.

## THE BASEMENT

Basements have been historically known as a gathering place for the family, a hangout, or just a retreat where the kids can play. This house was cluttered with addition cubby hole bedrooms that not only created an eye sore but a potential hazard. By simply removing the makeshift partitions, patching the outer walls, and adding new carpet, we turned this barracks into a family recreation suite. In addition, just north of this family suite we added the ultimate child's play room complete with write on chalkboard paint. Total cost of the Basement renovation \$4000.00

## THE YARD



Sticking with the family theme, the yard was just as important as any part of the house. Aside from the obvious neglect, the yard needed additional highlights to entice the fence sitters to join the buyer category. We started by utilizing the patio just outside the living room door. We brought in a spacious stone fireplace that was sure to differentiate this property from any others on the market. As a final dealmaker we constructed the perfect playhouse and placed it in the corner of the yard complete with a white picket fence. Total Cost of the Yard, Playhouse, Fireplace, and Landscape \$11,000.00



## CONTACT US

EMAIL: [GH@GREGHERLEAN.COM](mailto:GH@GREGHERLEAN.COM)

PHONE: 877-399-3959



## GREG'S QUICK TIP

Cosmetic repairs are by far the easiest and usually least expensive issues to fix when buying or selling a property. Concentrate your rehab dollars on the kitchen, master bathroom, and living room. Pre-select your paint colors and carpet, this will save time and money. Pay attention to simple upgrades like switching out gold door knobs and light fixtures for nickel or silver, it will make a huge difference when it comes time to sell.

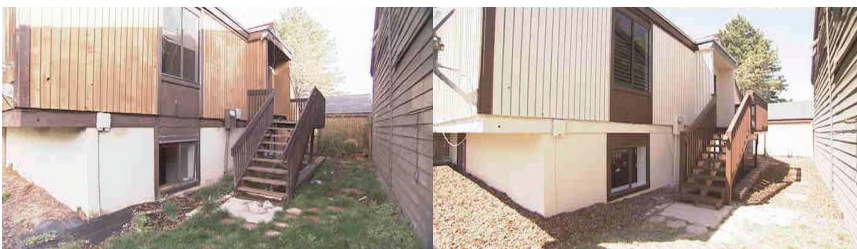
## THE HOUSE

90% of buyers purchase a home based on an emotional attachment. The best way to create an emotional attachment is what we like to call curb appeal and cosmetics.



This house was in a twin home community built in the early 80's and probably hadn't been updated since the day it was originally sold. Removal of the faded brown exterior paint was the first measure we took to enhance this home's curb appeal followed by an expensive, (\$1200.00) but necessary, Universal garage door that complemented the new Kwil cream colored facade with fudge brown trim. We recommend using a light base color with a contrasting darker color trim to brighten the appearance of a property, especially in this case being a twin home, we wanted to insure a stark difference between our home and the neighbors.

Luckily this house already had a fenced yard with access from the front, but needed a new deck to replace the weathered damaged existing deck and stairs leading to the backyard from the kitchen.



We continued our color theme both for the deck and the concrete foundation to maintain a soft congruency for the entire house while topping the yard off with small bark and a manicured lawn.. Side note, one of the best and inexpensive ways to update a yard is bark, it is cheap, requires limited maintenance, covers large areas, and looks fantastic. We suggest buying it from a garden nursery by the yard which is less expensive than any home improvement store.

The kitchen, similar to the rest of the property, was extremely dated. By applying our Bead Board technique to the cabinets and bright white paint

## Case Study Dutch House Draw

Purchase price  
**\$91,000.00**

Total Renovation  
**\$8,000.00**

Sale Price  
**\$132,000.00**

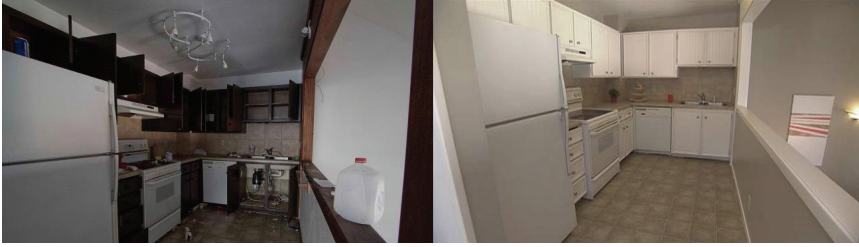
Profit  
**\$32,000.00**

CONTACT US

EMAIL: [GH@GREGHERLEAN.COM](mailto:GH@GREGHERLEAN.COM)

PHONE: 877-399-3959

with nickel knobs, we saved thousands of dollars in new cabinetry while maintaining the look and feel of a modern contemporary kitchen.



We wanted to take the opportunity to reiterate a couple things.....paint and carpet; light paint can transform any room from dark and dingy to new and welcoming, not just walls but doors too. Flip Bank Live normally use 4 colors of paint, that's it. Hours of contemplation have been saved by utilizing basic colors of tan, white, grey, and brown with an occasional accent wall. The simple practice of pre-selection both in paint and carpet as a general rule of thumb can be applied to single property selling or in our case multiple properties. We buy in bulk knowing the remnants can be transferred and used on our next rehab project.

## GREG'S TIP

The power of using or staging a property with furniture when listing it on the market can literally mean the difference between a 30 day sale or a 90 day sale. Staging is the concept of creating a lived in feel while potential buyers tour the property. The cold uninviting feeling of an empty room allows for



a buyer to sometimes over analyze. Is there a stain on the carpet? Is there a chip in the drywall? But with a staged home a buyer walks through and can visualize little Bobby on the couch watching TV or doing homework at the kitchen table. For a minimal cost in comparison staging in our opinion ranks in line with granite countertops. In other words, the money you spend on staging is less than your holding cost while selling. We use a staging company that charges a flat fee (furniture remains in the property until it sells) of \$1500.00. If nothing else stage the kitchen because it is usually the focal point of every property.

CONTACT US

EMAIL: [GH@GREGHERLEAN.COM](mailto:GH@GREGHERLEAN.COM)

PHONE: 877-399-3959