

A GUIDE TO RENOVATING THE PERFECT PROPERTY



THE DESIGN PROCESS

The Easy Street Capital team has completed over 2,500 flips in both California and Texas, so we thought we could offer some good advice on what buyers are looking for when purchasing their next home.

Our goal is to help you, the real estate investor, make smart decisions when renovating your property in order to flip it, quickly.

In this guide, we will cover the areas that generate the largest return on your investment.

First, **the kitchen** is a place you will want to definitely spend some time designing.

Second, **the bathrooms** are another important area you will want to focus on. Be sure to tie in the kitchen design into your bathrooms.

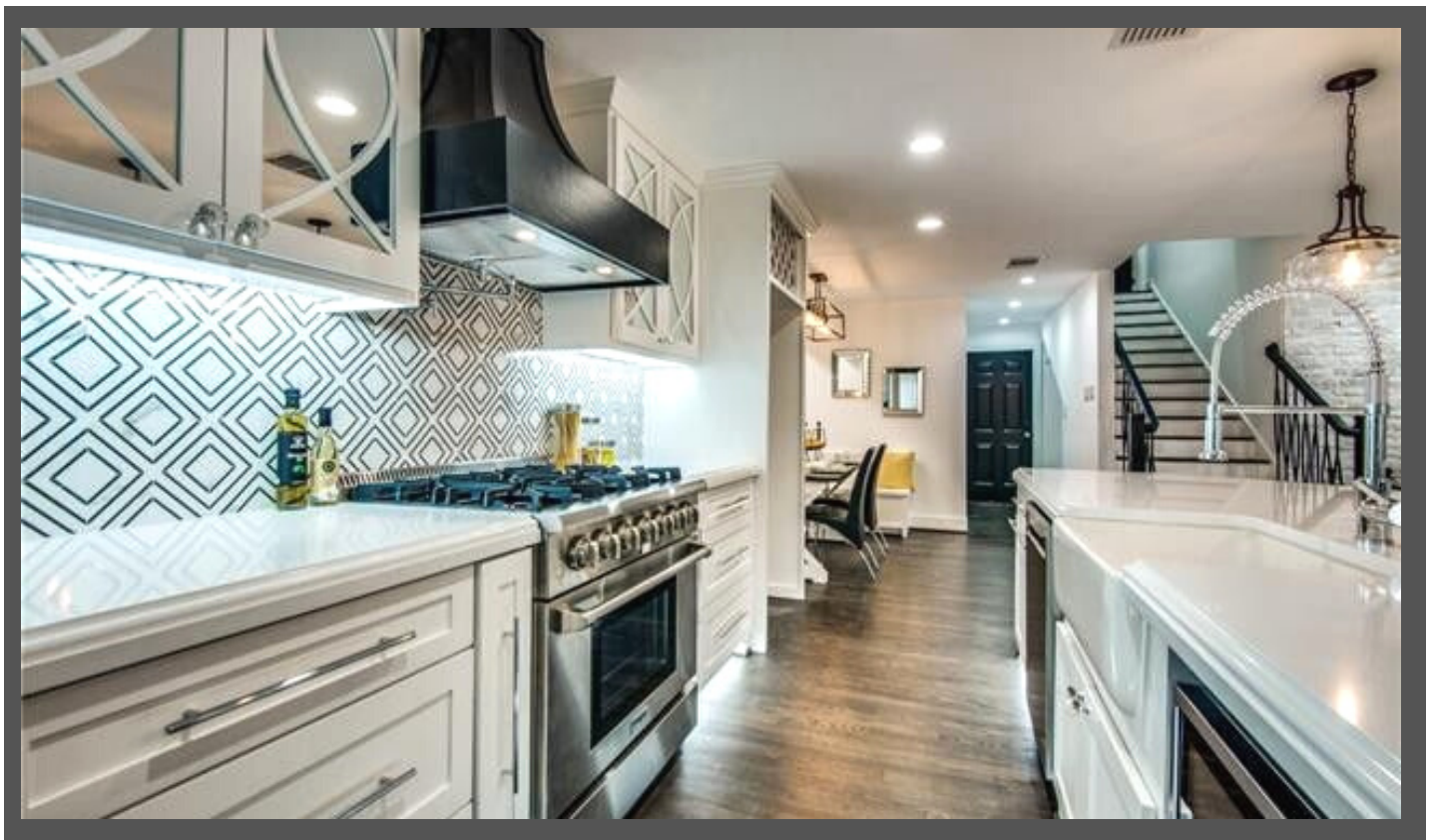
Third, **curb appeal** is incredibly important! It's your buyers first impression of your property.



THE KITCHEN

When you're remodeling a kitchen with the end goal of selling it to someone else, our best advice is to stick with clean, timeless designs. Sometimes it can be hard to ignore your own taste when you're picking out cabinets, countertops and back-splashes, but remember, your goal is to sell this property, quickly.

When looking for a countertop selection, pick something that is quiet but timeless. White countertops with white cabinets might not be your cup of tea, but we can guarantee it will sit well with 90% of buyers. This will give the future homeowner a chance to add their own touches to the kitchen without it being overwhelming.



KITCHEN CONT'D

Something else not everyone thinks of is the cabinet hardware matching the appliances. If you are going to put stainless steel appliances in your property, you should consider silver hardware for the cabinets. This really ties everything together without much effort.

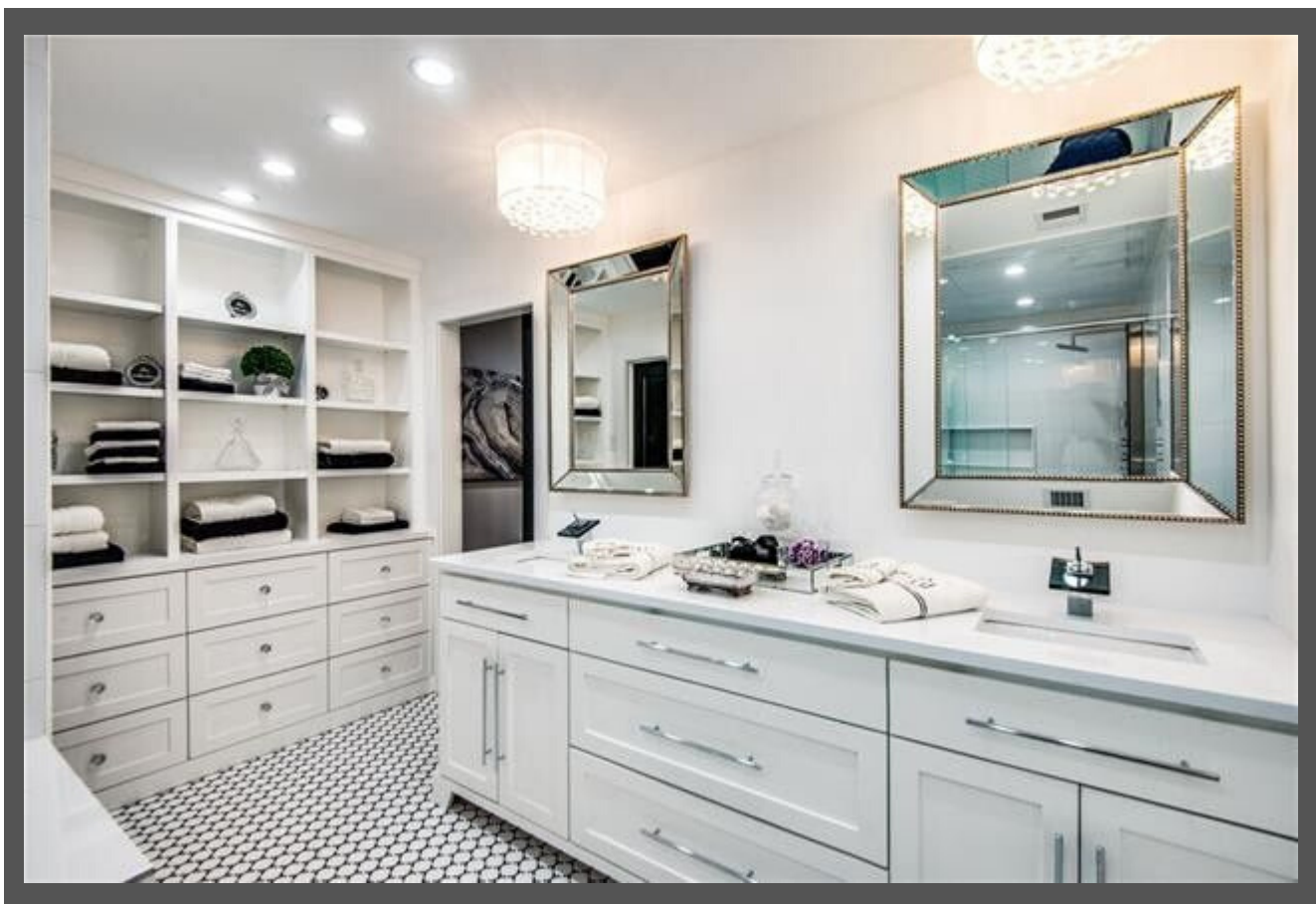
If you have the opportunity to open your kitchen spaces to the living space, we highly recommend doing so. Gatherings around a large kitchen island is what today's buyers are dreaming of when searching for their new home. We do understand this can be cost prohibitive or even impossible when structural concerns are in play.



THE BATHROOM

Bathrooms are another area that you can really knock it out of the park (or strike out) with your flip. We do recommend keeping bathtubs in each bathroom if possible. People with small children are always looking for bathtubs when searching for their new home.

You will want to tie in your kitchen design as much as possible without being repetitive. If you're using a neutral color pallet in the kitchen you will want to stick with that in the bathrooms. Try not to get too "tile crazy" as this can be a fad that fades quickly. And it can be incredibly overwhelming to go from bathroom to bathroom and see completely different tiles. We recommend choosing a white, gray or black tile for the shower surround if you can. This is another place that the new homeowner can add their own touch with colorful towels and shower curtains, if they so please.



THE FLOORING

Flooring is another area that is very important to consider when remodeling your flip. Buyers are no longer interested in carpet, even the higher end stuff. They are wanting to see solid flooring throughout.

We recommend picking a wood like flooring that will transition well into bedrooms. If you are flipping a smaller home you will want to choose a lighter “wood” flooring as it will help make the space appear open and airy. If you put a darker flooring in it could make the space seem smaller.

Also, be sure to consider the flooring material based on the top of market you are going to be entering. If you are listing a higher end home, you will want to use a real wood or engineered wood in the home. On the flip side, you can get away with laminate in homes with a lower price tag.



THE CURB APPEAL

Last but not least, you will want to make sure your landscaping is a show stopper. Depending on your market, it might not have to be front of “Garden” magazine worthy, but it definitely should be clean and maintained.

This is going to be the first impression buyers have of your property so you want it to be one that makes them want to go inside to see more.

