



BENEFITS OF REPLACING YOUR WINDOWS BEFORE YOU SELL YOUR HOME

According to a 2017 survey by the National Association of Home Builders, a full 90% of home buyers considered energy-efficient windows to be a vital factor in their new home purchase. Buyers are looking not only at the aesthetic value of new windows but also at the savings on their utility bill, the substantial UV protection modern windows offer, reduced outside noise, reduced dust and pollen inside, enhanced security and safety as well as lower maintenance.

So how do you know if your windows are up to snuff? It depends on the age and type of windows in your home. If your windows are obviously broken, rotting, difficult to open or close, drafty, full of condensation or cracked, you'll do well to replace them prior to selling your home. Also, if your windows are more than 10 years old, you might want to look into replacing them, as well. Here are a few reasons why replacing your older windows before selling your home is a smart idea.

1. SPEND MONEY TO SAVE MONEY

You might think your windows aren't that bad, but if your existing windows will not pass a home inspection, you're likely looking at having to offer compensation or closing credits to the buyer – both of which translate to money lost for the seller. If you know your windows could well be a bone of contention to any buyer or during the inspection process, better to get ahead of those issues before you put your home on the market. The smoother you can make the process of selling your home, the better. You want to minimize any surprises or expenses that might arise from the inspection.

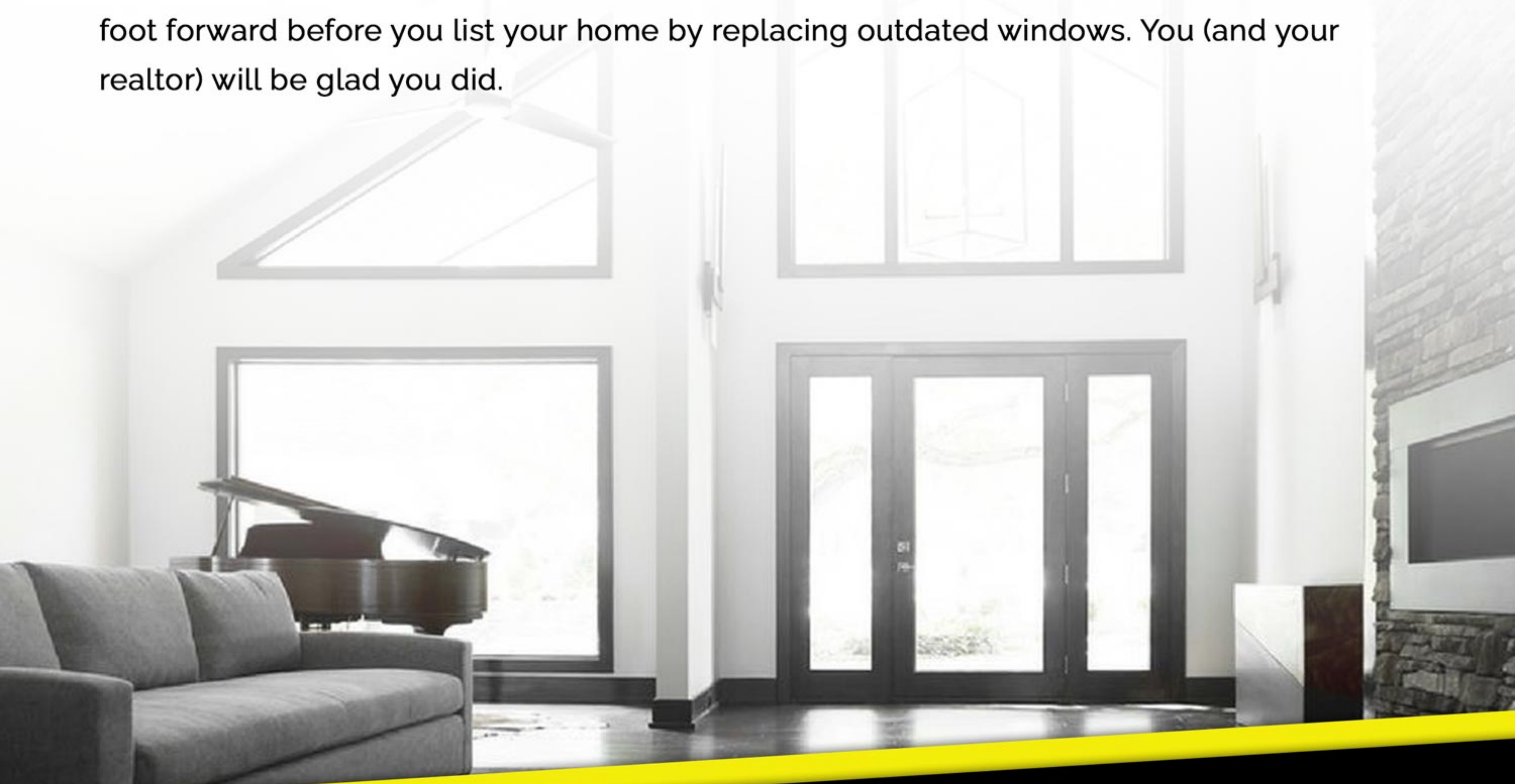
2. INCREASED HOME VALUE

As is often said, you never get a second chance to make a first impression. Potential home buyers typically make up their minds about your home within a few seconds of viewing the exterior. New windows instantly increase your home's curb appeal, thereby giving a favorable impression to any potential buyer. These days, almost all buyers have seen photos of your home via online listings before they ever set foot in your neighborhood. Make sure your home looks like it's well worth the asking price from the very first moment buyers see it, whether that be in-person or online.

3. RETURN ON INVESTMENT

The million-dollar question, though, is will the return on the investment of new windows be worth the expense? In short, absolutely. Sellers can expect an average of a 70% or greater return on the money spent replacing old and outdated windows prior to selling. You'll also attract more potential buyers if your home's exterior looks attractive, and new windows are an ideal way to majorly overhaul your home's appearance as well as to enhance the interior features, safety, functionality and efficiency of your home.

If your current windows are older or are obviously in disrepair, there is no question that replacing them prior to selling your home will not only allow you to increase your asking price but will also attract more potential buyers. In today's competitive housing market, updating your windows is an excellent and cost-efficient way to set your home apart from the rest. Buyers definitely see the value in new, modern windows. Ensure you put your best foot forward before you list your home by replacing outdated windows. You (and your realtor) will be glad you did.



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