

20 proven strategies to maximize the value of your real estate investment before sale. Work through each category systematically — check off items as you complete them.

Property Condition

3 items

1 Take care of the problem points: Roofs, outdated electric panels, mechanicals

2 Improve curb appeal

3 Make sure hallways are clean and smell good

Financial Strategy

6 items

4 Show Proforma rents with research to back it up (Broker can do this)

5 Raise rents across the board and sign renewals, or raise higher if they won't renew

6 Offer to seller finance a small second mortgage, or a first if you can do it

7 Appeal the taxes

8 Make sure insurance is priced well

9 Show a cap rate calculation of how a lower cap rate property sells for more at exit

Maximize Income

4 items

10 Make sure extra space is rented, especially Commercial space

11 Turn some units into furnished midterm rentals at higher prices

12 Install utility savings measures, at least 6 months before selling

13 Monetize Extra Space: Storage, ATMs, Laundry, Parking & Signage

Portfolio & Structure

3 items

14 Bundle smaller/less desirable properties together on a portfolio sale for higher value & better loan terms

15 Leave some 'Meat on the Bones' for the next buyer's value-add proforma — larger buyer pool

16 Look for extra: Land subdivision, condo conversion, or solar installation

Due Diligence & Docs

3 items

17 Prepare your documents: Clean, easy-to-read financials build buyer confidence

18 Check your zoning for any expansion of uses, which add buyer value

19 Check County/Township Comprehensive plan for area forecasts — share future growth with buyers

Marketing

1 items

20 Market the property widely: more potential buyers mean more offers & higher sales price