

Pre-Sale Upgrades May Speed Up Home Sales

Homes with pre-sale improvements sell 72% faster, experts say, as agents focus on helping sellers boost appeal and profits instead of chasing new leads.

October 23, 2025



ogiana / Getty Images

NEW YORK — In today's challenging market of cautious buyers and reluctant sellers, success isn't about chasing more leads, it's about maximizing the value of your current listings and being a trusted advisor to homeowners.

Strategic pre-sale improvements like fresh paint, updated landscaping or modernized bathrooms can significantly enhance a home's appeal, speed up the sale and increase profit, yet are frequently overlooked. Most of the time it is because sellers can't

or don't want to pay the upfront cost or their inexperienced agents are rushing the home onto the market, even though move-in ready homes often sell faster.

According to real estate remodeling company Revive, pre-improvements sell 72% faster.

“Forward-thinking brokerages and agents are finding creative, compliant ways to help their sellers make improvements before the home lists, with nothing due until the sale closes. It’s not a loan pitch. It’s a listing strategy,” author Rick Hennessey said in RISMedia.

These pre-improvements make the home easier to stage and photograph, leading to stronger offers and smoother negotiations. By focusing on improving existing listings and supporting sellers, agents can win more business, brokerages can grow sustainably and everyone benefits without burnout.

Source: RISMedia (06/25/25) Hennessey, Rick

© Copyright 2025 Smithbucklin