



Greenways Realty

North Carolina Homeowner: Should You Fix the House or Sell It As-Is?

A simple checklist to help you choose the smarter option — without over-improving, underpricing, or wasting time on the wrong repairs.

INSTRUCTIONS:

This is the decision that can quietly cost you thousands. Most homeowners guess. They either:

1. fix too much and don't get the money back
2. or sell too fast and leave money on the table

Don't do either. Use this checklist to:

1. evaluate the house objectively
2. understand what actually impacts price
3. make a decision based on outcome—not emotion

As you go through this, ask:

1. "Will this actually increase the value... or just cost me more?"
2. "Are we making this decision to feel better—or to make the right move?"

1 STEP 1 — Be Honest About the Condition

Which best describes the house:

1. Move-in ready
2. Outdated but livable
3. Needs significant work

Your starting point determines your strategy.

2 STEP 2 — Identify Deal-Breaker Issues

These are problems that can stop a sale or scare buyers:

1. structural damage
2. major system issues (roof, HVAC, plumbing)
3. safety concerns

Fixing these may matter more than anything cosmetic.

3 STEP 3 — Ignore Cosmetic Overthinking

Most homeowners want to:

1. repaint everything
2. upgrade fixtures
3. "make it look nice"

But here's the truth: Not all upgrades increase value. Many just increase your cost.

4 STEP 4 — Know Your Buyer Type

You're typically choosing between:

Retail Buyer

1. wants cleaner, updated property
2. may pay more
3. expects presentation

As-Is / Investor Buyer

1. expects work
2. moves faster
3. values speed and simplicity

Your decision depends on who you want to attract.

5 STEP 5 — Calculate the REAL Cost of Fixing

Don't just think about money. Consider:

1. time
2. delays
3. stress
4. managing contractors

Every extra week impacts your outcome.

6 STEP 6 — Estimate the REAL Return

Ask yourself:

1. Will this repair meaningfully increase the sale price?
2. Or just make the house feel "better"?

Not all fixes translate to profit.

7 STEP 7 — Factor in Speed vs Price

Selling as-is:

1. faster
2. less effort
3. fewer decisions

Fixing first:

1. slower
2. more effort
3. potential for higher price

This is a trade-off—not a guarantee.

8 STEP 8 — Make the Decision Based on YOUR Situation

Ask:

1. Do we want speed or maximum return?
2. Do we have time to manage repairs?
3. Are all decision-makers aligned?

The best option is the one you can actually execute.

Why This Is Important

Most homeowners don't lose money because the market is bad. They lose money because they:

1. fix the wrong things
2. spend more than they recover
3. delay the sale unnecessarily
4. or rush into the wrong decision

And by the time they realize it...

The opportunity is already gone.

This one decision can impact your outcome more than anything else.

Book a Free Property Strategy Call

If you're trying to decide whether to fix the house or sell it as-is...

We'll walk through:

- your property
- your options
- and what actually makes the most sense financially

No pressure. No sales pitch. Just clear direction so you don't leave money on the table.

Book your 15-minute call now

<https://greenwaysrealty.com/>