

DISCOVER
HOW MUCH MORE
YOUR HOME COULD
BE WORTH
AFTER
PROFESSIONAL
CLEANING

IS IT 3%, 5%,
OR EVEN 20%
THE RESULTS WILL SHOCK YOU



EVERYTHING
CLEAN SERVICES



INTRODUCTION

When it comes to selling your home, first impressions are everything. A clean, well-maintained property not only attracts more buyers but can also significantly increase the sale price. While it might be tempting to cut corners, especially with tasks like cleaning, research shows that investing in professional cleaning services can yield substantial returns. Let’s explore the data and understand why cleanliness should be a top priority for any home seller.

RESEARCH FINDINGS

1. THE NATIONAL ASSOCIATION OF REALTORS (NAR) REPORT

The National Association of Realtors’ 2023 Profile of Home Staging highlights that cleanliness is a key factor in a buyer’s decision-making process. The report reveals that a clean home can make potential buyers more forgiving of other minor flaws, such as outdated decor or small repairs. In fact, well-presented homes, which include thorough cleaning, can sell for up to 20% more than homes that are less clean or cluttered. This is a significant increase that directly impacts your bottom line.

2. HOMEGAIN SURVEY ON ROI

A survey conducted by HomeGain, a leading online real estate resource, found that investing in professional cleaning services offers one of the highest returns on investment (ROI) among presale improvements. The survey indicated that spending as little as \$150 to \$300 on cleaning can result in an ROI of 3-5% of the home’s sale price. For a \$300,000 home, this translates to an additional \$9,000 to \$15,000, a substantial gain for a relatively small investment.

3. CONSUMER REPORTS INSIGHTS

Consumer Reports, a trusted name in independent product testing and research, also supports the importance of professional cleaning. Their findings suggest that basic cleaning and decluttering can increase a home’s value by 3-5%. This means that simple tasks such as deep cleaning the kitchen and bathrooms, washing windows, and cleaning carpets can make a significant difference in how buyers perceive the value of your home.

4. ZILLOW ANALYSIS ON MARKETABILITY

Zillow, a leading real estate marketplace, conducted an analysis that found homes described as “spotless” or “move-in ready” in their listings tend to sell faster and at higher prices. Buyers are often willing to pay a premium for a home that is clean and well-maintained because it reduces the immediate workload after purchase, making the property more appealing.



WHY PROFESSIONAL CLEANING MATTERS



+ FIRST IMPRESSIONS ARE CRUCIAL

The moment a potential buyer steps into your home, they start forming opinions that will influence their purchasing decision. A clean home not only looks more attractive but also gives the impression that the property has been well-cared for. This can alleviate concerns about hidden issues like plumbing or structural problems, making buyers more confident in making an offer.

+ COST-EFFECTIVE ALTERNATIVE TO MAJOR RENOVATIONS

Before jumping into expensive renovations, consider the impact of a professional cleaning. Often, what sellers perceive as needing replacement, like carpets or windows, may only require a thorough cleaning to restore them to their former glory. This not only saves money but also time, allowing you to list your home faster.

+ ENHANCES PERCEIVED VALUE

A clean home can appear more valuable in the eyes of buyers, leading to better offers. By investing in professional cleaning services, you are effectively increasing the perceived value of your property, making it more competitive in the market.

CONCLUSION

Selling a home is a significant financial transaction, and every detail counts. Professional cleaning is a simple, yet highly effective way to maximize your home's appeal and value. The research is clear: a small investment in professional cleaning can lead to a substantial increase in your home's sale price.

Don't leave money on the table—make sure your home is spotless and ready to impress potential buyers. If you're preparing to sell your home, contact Everything Clean Services today to schedule a professional cleaning. Let us help you showcase your home at its very best, ensuring you get the highest possible return on your investment.



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