



**Add Value Makeover**

AN ADD VALUE GROUP CO.

THE SELLER'S GUIDE · 2026

# The Pre-Sale Makeover Playbook

How to get your Auckland home sale-ready in weeks, not months — what to fix, what to freshen, what to skip, and what it really costs.



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*no surprises, just a fresh home*

When you're about to sell, you don't have months for a full renovation — and you shouldn't spend new-kitchen money on a house you're about to hand over. What you need is the right work, in the right places, done quickly, so the home photographs well, shows beautifully, and sells for more than it would have tired.

This playbook is the short version of a decade of Auckland renovations, pointed at one moment: the weeks before you list. Use it to spend smart.

# Refresh, don't replace

The single most expensive mistake sellers make is renovating a home they're about to sell.

There are two ways to get a home ready for market. **Rip and replace** — new kitchen, new bathroom, new floors — costs tens of thousands and takes months. **Refresh** — repair, repaint and resurface what's already there — costs a fraction and takes weeks.

For a sale, refresh almost always wins. Buyers react to how a home looks in photos and at the open home — bright, clean, cared-for — far more than to whether the cabinets are this year's model. Cosmetic upgrades are consistently the lowest-risk, best-return pre-sale spend there is.

| The job                      | Rip & replace | Refresh     |
|------------------------------|---------------|-------------|
| Kitchen cabinetry            | \$25k+        | from \$4k   |
| Bathroom                     | \$18k+        | from \$3.5k |
| Interior repaint             | weeks         | 5 days      |
| Time on market, sitting idle | months        | weeks       |

## THE RULE

Spend only where it sells. Freshen what shows, leave what doesn't, and never pay full-replacement prices for a cosmetic result.

# What it really costs

For a standard three-bedroom Auckland home, here's what the common pre-sale jobs run in 2026. These are indicative ranges — a walk-through turns them into one fixed price.

| Job                 | Refresh approach                   | Cost               |
|---------------------|------------------------------------|--------------------|
| Interior repaint    | Walls, ceilings, trim & doors      | <b>\$5k–\$12k</b>  |
| Exterior repaint    | Weatherboard, joinery, front door  | <b>\$7k–\$15k</b>  |
| Kitchen             | Spray-resurface cabinets & doors   | <b>from \$4k</b>   |
| Bathroom            | Reseal, regrout, resurface, re-fit | <b>from \$3.5k</b> |
| Repairs & make-good | Cracks, leaks, sticky doors        | <b>\$1k–\$6k</b>   |
| Staging (5 weeks)   | Partial to full, via a stylist     | <b>\$2k–\$10k</b>  |

Add it up and a focused pre-sale makeover lands in the **\$12k–\$30k** range — versus \$80k+ and three months for a gut renovation buyers may never notice.

And it pays: staged, freshly presented homes typically sell **5–10% more** and up to **three times faster** than tired equivalents. On an Auckland home, that lift dwarfs the spend.

#### RULE OF THUMB

Most sellers do well spending 1–3% of the likely sale price on a focused refresh — concentrated where buyers look.

# What to fix before you list

Some defects quietly cost you thousands by making buyers wonder what else is wrong.

## Fix these — they signal neglect

- **Water stains & leaks** — the single biggest red flag. Fix the cause, then the mark.
- **Cracks** — mostly cosmetic, but they read as "structural" to a nervous buyer.
- **Sticky or broken doors & windows** — they make a home feel worn.
- **Mould & damp smells** — an instant deal-breaker. Treat and ventilate.
- **Broken fittings** — dripping taps, loose handles, dead bulbs, cracked tiles.

## Freshen these — they lift the price

- ✓ Tired paint, inside and out — the highest-return job there is
- ✓ Dated kitchen & bathroom surfaces — resurface, don't replace
- ✓ Worn flooring — clean and refresh; replace only if past it
- ✓ The entrance — front door, path, letterbox, planting

## Leave these — they won't pay back

- Full kitchen/bathroom replacements (unless genuinely unusable)
- Structural changes, extensions, re-plumbing
- Anything bespoke to your taste — bold colours, statement fittings

## The four-week timeline

"Four weeks" only reassures if you can see how it's spent. One crew runs the whole job back-to-back — the next stage starts the day the last finishes.

| When          | Stage         | What happens  |
|---------------|---------------|---|
| <b>Week 1</b> | Repair        | Fix everything that puts buyers off — cracks, leaks, rot, sticky doors. Sound first, pretty second. |
| <b>Week 2</b> | Inside paint  | Walls, ceilings, trim & doors in a fresh, neutral palette, plus kitchen & bathroom resurfacing.     |
| <b>Week 3</b> | Outside paint | Weatherboards or render, joinery, eaves and the front door — the kerb appeal.                       |
| <b>Week 4</b> | Fit-off       | Handles, fixtures, splashbacks, seals. Clean, snag and hand back photo-ready.                       |

**How we move this fast:** fast-cure spray finishes that dry in hours, one scheduled crew under one project manager, and a fixed scope and price locked up front — so nothing waits on separate trades. Clever kit, not cut corners.

### THE 1-WEEK OPTION

Not every home needs the full programme. The 1-Week Quick Tidy — touch-up painting, an exterior wash and a clean-up — gets a home listing-ready in about a week. The kitchen and bathroom freshen-up is part of the four-week whole-house makeover.

# Kerb appeal & paint colours

Buyers form a price expectation before they're through the gate, so the front of the house earns its keep.

## The kerb appeal quick list

- ✓ Mow, edge and water-blast the path and driveway
- ✓ Wash the weatherboards or render and the windows
- ✓ Repaint the front door in a confident deep neutral
- ✓ Sort the letterbox, house number and entrance lighting
- ✓ Add a planter or two and a clean doormat

## Colours that sell

Warm, light neutrals win — soft whites and greige on walls, crisp white trim, a mid-to-dark neutral exterior with a confident front door. They photograph bright and let buyers picture their own furniture. Avoid bold feature walls and stark, cold whites.

### Want a real number for your home?

Get a ballpark price and a finish date in about 30 seconds at [addvaluemakeover.co.nz](https://addvaluemakeover.co.nz) — emailed to you as a PDF. Or call **09 393 5658**. No charge, no pressure.

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