

Maximize home's profit potential

STATEN ISLAND ADVANCE

It's a simple formula: upgrades equal sold. For a home to sell quickly and for the price desired, it must be "finished" with as many structural and interior design upgrades as possible.

Consider these property value-enhancing upgrade ideas from Robert Jenson, CEO of luxury Las Vegas real estate purveyor The Jenson Group:

- Commercial grade appliances such as Viking or Wolf in a kitchen, along with dual appliances such as ovens, dishwashers, refrigerators and freezers, add greatly to resale value and are always a desirable upgrade.

- The "outdoor living room" concept is extremely popular right now. Whether a gazebo or other covered section, an out-

door furnished lounge area complete with wiring for lighting, fans, TV and surround sound, fire pit/fire place, and built in BBQ grill will add tremendous appeal.

- Other custom upgrades and finishing such as front entry doors with decorative glass inlays, decorative wrought iron stairway balusters, and faux painting treatments will readily set a home apart from the pack.

- Fixtures should be considered even beyond the kitchen and bath. Door handles, for example, with modern finishes such as brushed nickel, are a great way to add custom appeal to an interior.

- Granite countertops need not be reserved for the kitchen. Master bathrooms in particular, if not all baths in the house, should utilize some kind of stone counter - marble, granite, travertine.

