



# Renovation Marketing Kit

## ESSENTIAL TALKING POINTS

- Many homeowners who purchased homes 3–7 years ago have built significant equity and may now have the financial flexibility to improve their home.
- Many homeowners today are choosing to renovate instead of move, especially with higher interest rates.
- Some renovations can add substantial value. For example, minor kitchen updates can return roughly 120% of their cost in value in the Austin market.
- Remodeling often follows life events such as growing families, remote work needs, aging parents moving in, or the desire for better outdoor living space.
- Financing options are available for renovations and additions, including HELOCs, renovation loans, and other home equity financing.
- Offering clients a free renovation consultation is an easy way to help them explore possibilities and understand rough project budgets.

## PHONE SCRIPT

Hey <CLIENT>!

I was thinking about you recently and wanted to check in to see how you're doing and how the house is working out? <PAUSE FOR SMALL TALK>

- A lot of homeowners start thinking about renovations after living in their home for a few years—things like expanding kitchens, adding outdoor living spaces, or creating more space for a growing family.
- Many of my clients who bought homes several years ago have built significant equity and are choosing to improve their homes rather than move.
- My renovation team offers free consultations if you ever want ideas about improving the house or understanding what projects might cost.

Would you ever want to explore that?

## TEXT MESSAGE SCRIPT

Hey <CLIENT>! I hope the house is working out well! I'm checking in with past clients because many homeowners who bought a few years ago have built significant equity and are thinking about expanding or remodeling. If you ever want ideas about improving the house or expanding it, I can connect you with my renovation team for a free onsite consultation.

## SHORT NEWSLETTER COPY

**Subject:** Thinking about improving your home?

Many homeowners who bought their homes several years ago have built significant equity and are beginning to think about improving or expanding their current home.

Remodels, such as kitchen renovations, bath updates and home additions are becoming increasingly popular as a tough market makes moving more tricky.

In many cases, these improvements can return a large portion of their cost in home value. A kitchen remodel can sometimes return up to 120% of its cost in the Austin market, while additions and exterior upgrades often return a large share of their investment.

If you've been thinking about updating your home or expanding your space, I'd be happy to connect you with my renovation team for a free onsite consultation to explore ideas and a ballpark budget.

# LONG FORM NEWSLETTER COPY

**Subject:** Should you renovate your home instead of moving?

Many homeowners who purchased their homes 3–7 years ago have built significant equity and are beginning to ask an important question: should we move or improve the home we already have?

In today's market, you may want to renovate instead of relocate. If you love your location, but just need more room or an updated space, remodeling may be right for you.

Many renovations can also add meaningful value to a home. Kitchen updates, bathroom remodels, additions and outdoor living projects often return a substantial portion of their investment while improving your everyday life.

If you've ever wondered how much it might cost to update your kitchen, expand your living space, or improve your outdoor areas, I can connect you with my trusted renovation team for a free onsite consultation. They can walk through your home, discuss ideas and provide rough a ballpark budget.

# SOCIAL MEDIA POSTS



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Many homeowners who purchased homes several years ago are discovering they've built significant equity and have options when it comes to improving their homes.

Instead of moving, many are choosing to renovate—adding space, updating kitchens, or creating better outdoor living areas.

Some renovations can return a large portion of their investment while making the home more enjoyable to live in.

If you've ever wondered what it might take to improve your home, I can connect you with my renovation team for a free onsite consultation to explore ideas and budget ranges.



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Many homeowners who bought their homes five or more years ago have built significant equity and are starting to think about renovations instead of moving.

Life changes, families grow, and sometimes the best solution is improving the home you already love.

Projects like kitchen updates, outdoor living spaces, and home expansions can improve both lifestyle and long-term value.

If you're curious about what it might take to update or expand your home, I can connect you with my renovation team for a free onsite consultation.



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In today's market, many homeowners are choosing to improve the home they already love instead of moving.

If you bought your home several years ago, there's a good chance you have a great mortgage rate and significant equity. But life changes — families grow, kids need their own rooms, parents move in, and spaces need updating. For many people, the solution isn't moving — it's renovating or expanding the home they already love.

If you're thinking about improving your home but aren't sure where to start, let's talk! My renovation team offers free onsite consultations to walk through your ideas and talk rough budget ranges.

