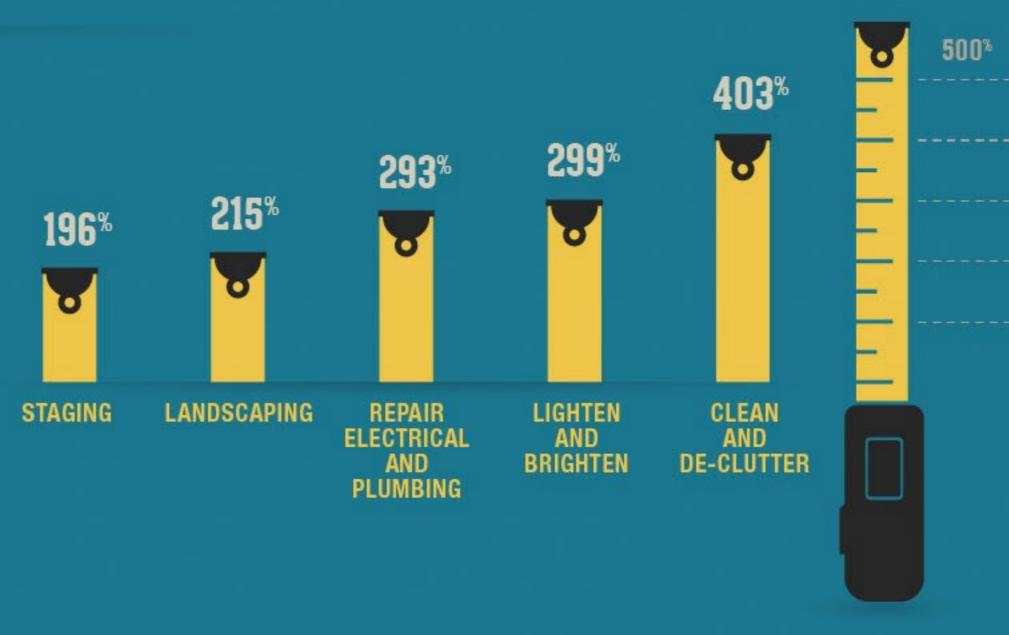


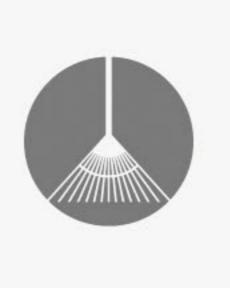
TOP DIY HOME IMPROVEMENT PROJECTS FOR 2015







Home Improvements For Sellers **Cost of Project** VS **Return when** selling your home



CLEAN & DE-CLUTTER \$404 Cost: Benefit: \$2,024



LIGHTEN & BRIGHTEN Cost: \$424 Benefit: \$1,690



 ELECTRICAL & PLUMBING J Cost: \$807 Benefit: \$3,175



LANDSCAPING 4 Cost: \$564 **Benefit:** \$1,777



Benefit: \$2,144

5 STAGING Cost: C SHAMPOO / \$724



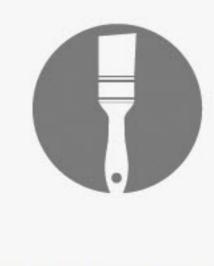
7 REPAIR FLOORS Cost: \$902 Benefit: \$1,897



\$967 Benefit: \$2,001



Cost: \$1,957 Benefit: \$3,254



PAINT EXTERIOR \$1,406 Benefit: \$2,176

THE FACTS

Plan on doing the work themselves



have home improvement plans in 2012

Of homeowners

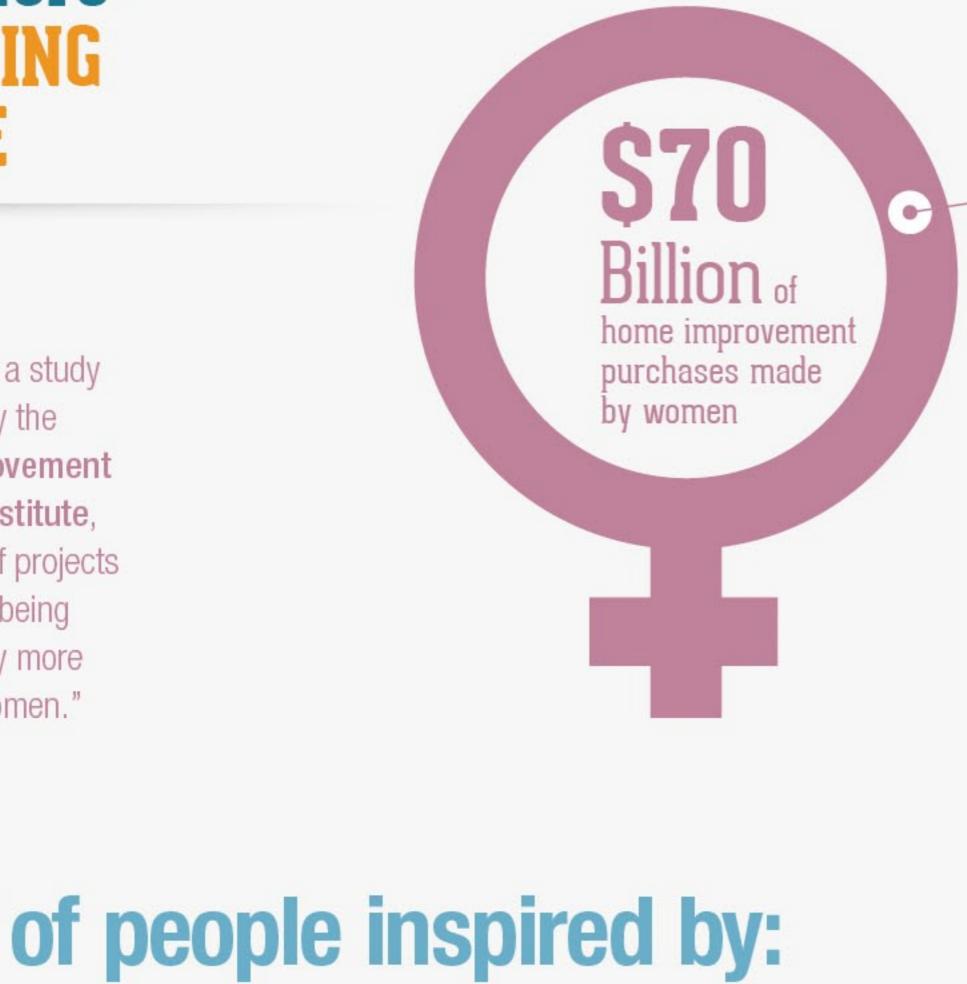
61% Of consumers say they've completed a DÍY project in the last 12 months

THE CHANGING LANDSCAPE

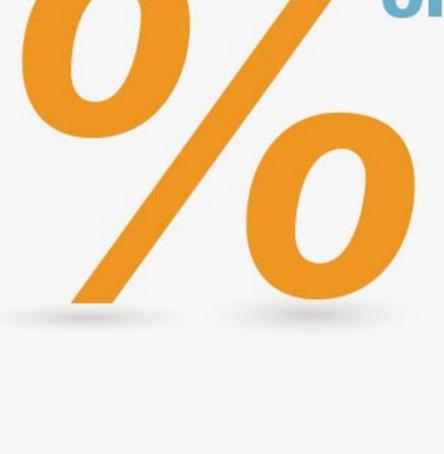
FEMALE DIYers:

conducted by the **Home Improvement** Research Institute, do-it-yourself projects at home are being completed by more and more women."

"According to a study



\$16 Billion increase of the last 16 years



"Media, especially television has been playing a major role

base by telecasting shows on home remodelling and repairs."

in developing DIY consumer

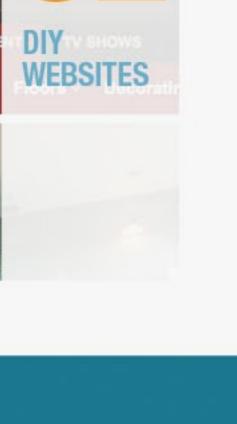






TOP

HGTVRemodels

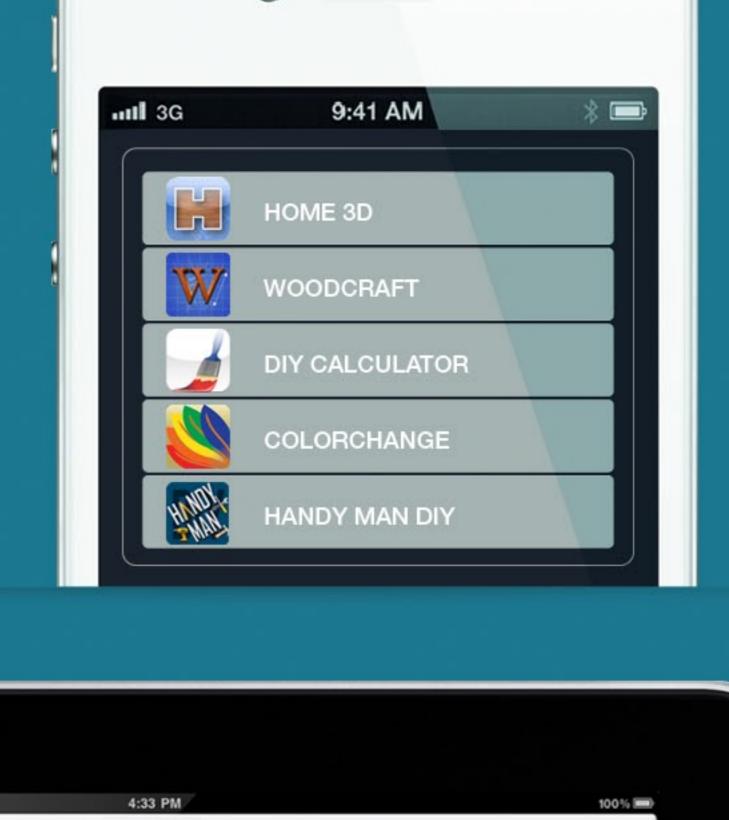




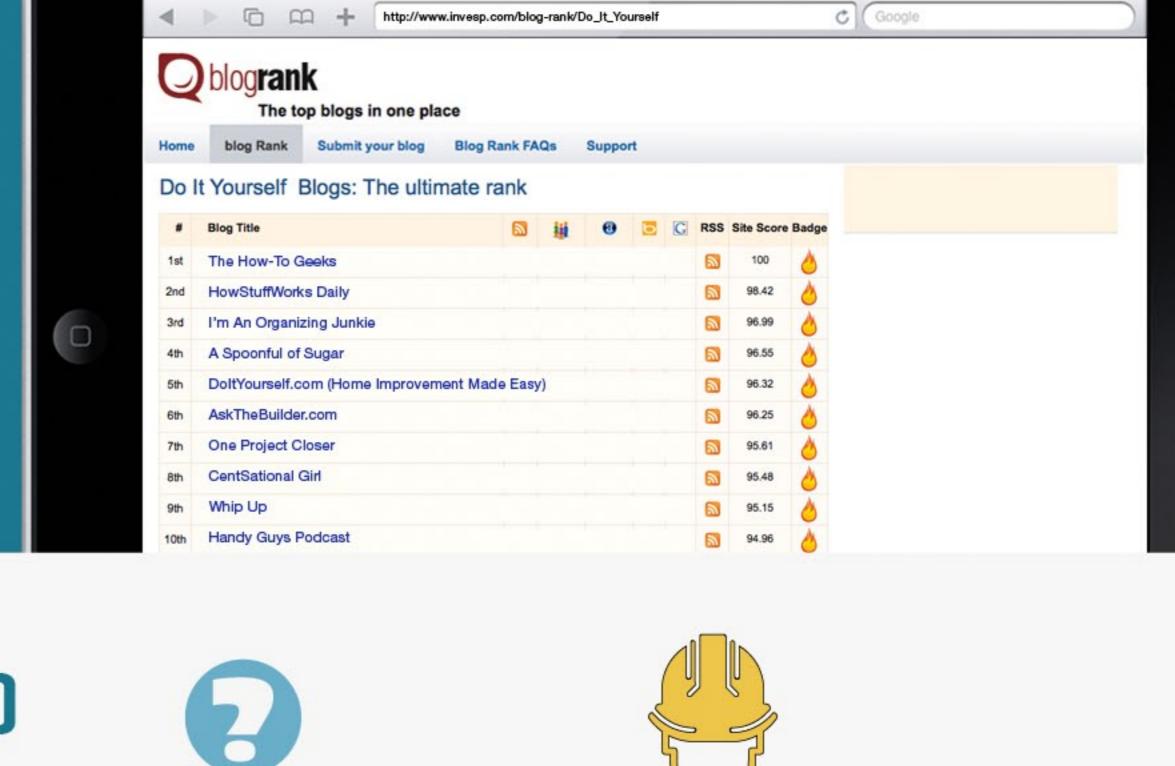
DIY PHONE APPS

HOME **DECOR MAGAZINES**

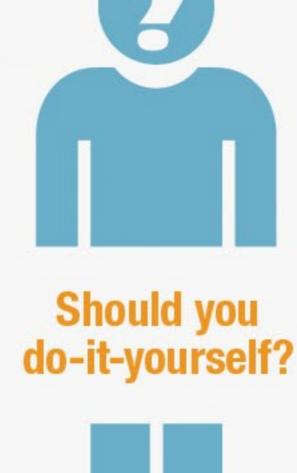


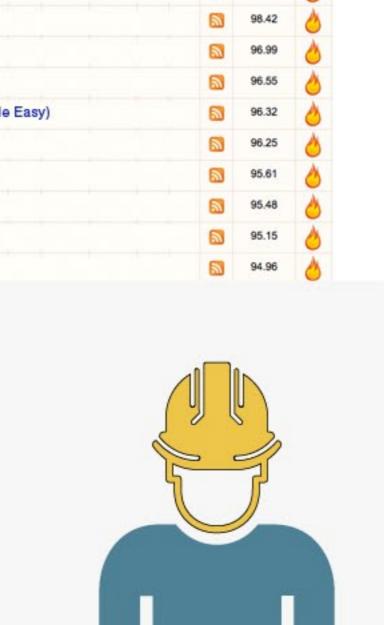


DIY BLOGSITES



DIY vs HIRING A PRO



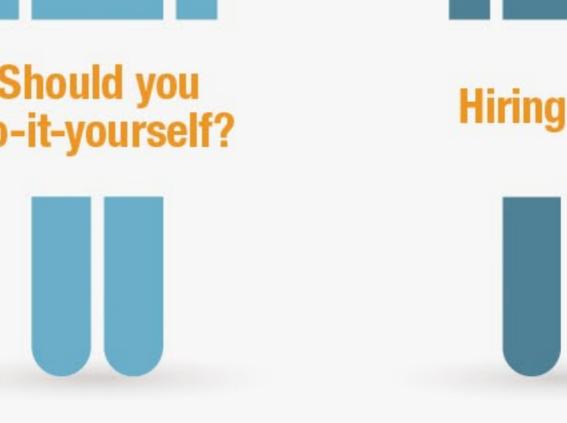


Research your options Get an estimate Hiring a Pro.

Establish a timeframe Look for bonded, licensed & insured Contractor Compare estimates Be specific Use a contract

Know the degree of difficulty What's your budget?

Prepare for the unknown Safety



2012 TOP 10 HOME IMPROVEMENTS II http://blog.homegain.com/home-improvement-surveys/homegain-2012-national-home-improvement-survey-results/ THE FACTS II http://inr.synapticdigital.com/american express/spendsaveMarch2012/ THE CHANGING LANDSCAPE http://abcnews.go.com/GMA/womens-roles-home-improvement/story? id=14113819#.UBwmzsie4zA INSPIRED BY: http://inr.synapticdigital. com/americanexpress/spendsaveMarch2012/ TOP DIY RESOURCES http://www.invesp.com/blog-rank/Do_lt_Yourself http://www.usatoday.com/tech/products/story/ 2012-05-26/DIY-tech-apps /55205080/1 WHAT'S BEST FOR YOU Matter: http://www.vscpa.com/Content/61101.aspx QUOTATIONS http://mintel.com/press-centre/press-releases/683/consumers-have-the-motivationbut-lack-the-money-for-home-improvement http://abcnews.go.com/GMA/womens-roles-home-improvement/story?id=14113819#.UBwmzsle4zA http://news.yahoo.com/global-market-diy-home-improvement-products-reach-us-150259176.html

