



REALVITALIZE®

**FIX IT**

**UP**

**WITH NOTHING UP FRONT**

REALVITALIZE® • AGENTS AGREE — SHOW READY HOMES SELL FASTER!



# WHAT IS REALVITALIZE



The RealVitalize program helps with home improvements and repairs to prep your home for sale. We cover your upfront costs and we get paid back when your home sells. No hidden fees, interest charges or markups!



#### SERVICES AVAILABLE

- Staging
- Appliance Purchasing & Installation
- Cleaning
- Kitchen & Bathroom Upgrades
- Handyman Services
- Curb Appeal Enhancements
- Electrical Upgrades
- Carpentry
- Drywall & Insulation
- Landscaping
- Painting
- Plumbing
- Moving & Storage
- Junk Hauling
- Much more

Structural work not included. Talk to your Angi Project Consultant for details.

#### SELLER BENEFITS

- Streamlined process
- No interest, fees or markups
- No liens filed against property
- No credit checks or pre-qualifications
- No min or max housing price to enroll
- No minimum project cost
- Access to Angi's top-rated local service providers

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#### DID YOU KNOW

Your RealVitalize budget is set equivalent to your Listing Agent's commission rate, with a program maximum set by the brokerage.

#### MUST-DOS ACCORDING TO BUYERS

What features are the must-haves from the eye of the buyer? A recent survey\* conducted by The Harris Poll with homeowners in the United States shows the top desired features for buyers goes as follows:

1. Kitchen Upgrades
2. Bathroom Upgrades
3. Updated HVAC, Plumbing or Electrical
4. New Appliances
5. Updated Interior or Exterior Paint

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\*Survey Methodology: This survey was conducted online within the United States by The Harris Poll on behalf of Coldwell Banker between June 22-24, 2021 among 2,037 adults ages 18+, among whom 1,335 are homeowners and 432 sold a home in the past 3 years. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.



# HOW

## IT WORKS

### 1. DECIDE ON PROJECTS

Together with your agent, rank which home improvements will boost buyer appeal and home value.

### 2. YOUR AGENT ENROLLS YOUR PROPERTY

Determine your maximum project budget, which is set equal to your agent's list-side commission rate (subject to program maximum set by the brokerage); agent submits your signed Participation Agreement.

### 3. SCHEDULE PROJECTS

Your Angi Project Consultant sources service professionals to scope work, provide estimates, and schedule work.

### 4. WORK GETS COMPLETED

Work gets completed on time and on budget. Angi guarantees your satisfaction with work quality.

### 5. HOME SELLS, COSTS PAID BACK

When home closes, funds will be removed from settlement proceeds — no interest, markups, or fees.

“THROUGH REALVITALIZE, MY AGENT BROUGHT IN AN EXCEPTIONALLY CAPABLE CONTRACTOR AND OTHER TRADESPEOPLE WHO, UNDER HER DIRECTION, QUICKLY TRANSFORMED THE CONDO FROM RAGGED TO BEAUTIFUL! IT WAS SO STUNNING THAT WE HAD A FULL PRICE OFFER BEFORE THE LISTING EVEN DISPLAYED ON MLS.”

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Lisa L., HI





# FAQ

FREQUENTLY  
ASKED  
QUESTIONS



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### **WHEN DO I PAY BACK REALVITALIZE EXPENSES?**

You will repay the RealVitalize program the exact amount that was spent on Angi service providers' work — no interest or fees. It will be deducted from the equity of your home at closing. However, if the listing agreement expires or is canceled, if there is not enough equity in the home sale to cover the RealVitalize costs, or 12 months elapse from the date of first RealVitalize project completion, you will be responsible for paying back the project costs to the RealVitalize program.

### **WHAT IS THE ANGI "HAPPINESS GUARANTEE"?**

To get your home show-ready, RealVitalize partners with Angi — whose powerful network of qualified service professionals work across 500+ service categories in your local market. Only their top-rated vendors are sourced for RealVitalize clients, and they come with a "Happiness Guarantee": if you're not happy with the quality of work done, Angi will make it right at no additional cost to you.

### **WHAT IF THE COST OF WORK I WANT DONE ON MY HOME EXCEEDS MY REALVITALIZE BUDGET?**

Since the maximum amount of capital fronted to you is equivalent to your listing agent's commission rate, you can increase their commission rate in order to raise your budget (subject to program maximum set by the brokerage)! Alternately, you can pay for the overage out of pocket directly to Angi, immediately after projects are complete.



A photograph of a modern kitchen with white cabinetry, a large island with a marble countertop, and a black chandelier. The kitchen features a white subway tile backsplash, a stainless steel range hood, and a window with a view of greenery. The lighting is warm, highlighting the textures of the marble and wood.

# 75%

**OF REALVITALIZE  
HOMES SOLD AT OR  
ABOVE LIST PRICE.  
LET'S SEE THE PROOF  
WITH THESE ACTUAL  
CASE STUDIES.**

\*Based on program data from June 1, 2020 – May 31, 2021.  
Results not guaranteed.





BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER

# Top Value in Topanga

KATHERINE B., AGENT  
SOUTHERN CALIFORNIA

THIS HOME WAS PREVIOUSLY LISTED WITH ANOTHER AGENT AND BROKERAGE, AND NEVER GOT OFFERS PAST \$1.7 MILLION.

REALVITALIZE PROJECTS DONE:  
Painting, Landscaping, Architect and Staging

TOTAL REALVITALIZE COST: **\$42K**

NEW LIST PRICE: **\$2.0M**

TIME ON MARKET: **5 DAYS**

SALE PRICE: **\$2.2M**

SELLER NOT ONLY SOLD OVER LIST PRICE, BUT RECEIVED \$500,000 MORE THAN WHAT WAS PREVIOUSLY OFFERED.

# Turning As-Is to Sold

SHARYN R., AGENT  
OHIO

PROPERTY OWNER WAS GOING TO SELL "AS IS" FOR \$180,000.

## REALVITALIZE PROJECTS DONE:

Deep Cleaning, Junk Hauling, Storage, Kitchen Remodel, New Flooring

TOTAL REALVITALIZE COST: **\$8K**

NEW LIST PRICE: **\$210K**

TIME ON MARKET: **3 DAYS**

SALE PRICE: **\$220K**

SELLER RECEIVED \$40,000 MORE THAN THE "AS-IS" PRICE BY GETTING SHOW-READY WITH REALVITALIZE.



BEFORE



AFTER

"I was going to sell my house for less money because I did not have the time or money to coordinate the repairs, I knew I needed to get it sold. RealVitalize allowed me to get the most money for my house, much more than I would have settled for! And I didn't have to pay for the repairs until the house was actually sold, but that was from the sale proceeds! All of my concerns were solved."

— Pauline B., Client



BEFORE



AFTER



BEFORE



AFTER

# Renos Upped the Value

MARILYN K., AGENT  
FLORIDA

LISTED AT \$385K, THIS SARASOTA CONDO SAT FOR 100+ DAYS ON MARKET WITH NO INTEREST.

**REALVITALIZE PROJECTS DONE:**

Flooring, Painting, Remodeling and Staging

TOTAL REALVITALIZE COST: **\$14K**

NEW LIST PRICE: **\$415K**

TIME ON MARKET: **7 DAYS**

SALE PRICE: **\$425K**

“We are heroes with the neighbors in this condo building. When the unit was originally listed and did not sell, we didn’t lower the price, which would have resulted in a very unfavorable comparable that the neighbors would have been trying to explain away for years to come. Instead, we sold it for a premium, which which should help the resale value for other properties in the building.”

— Marilyn K., Agent

SELLERS NOT ONLY SOLD ABOVE THE NEW LIST PRICE, THEY RECEIVED \$40,000 MORE THAN THE ORIGINAL LIST PRICE.



BEFORE



AFTER



# CONTACT

## GET STARTED TODAY

Contact us today to learn more about RealVitalize:

[REALVITALIZE@REALOGY.COM](mailto:REALVITALIZE@REALOGY.COM)

[REALVITALIZE.COM](https://REALVITALIZE.COM)

877-668-4366



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