



The Housewell Homeowner Guide

Own better. Maintain smarter.

A Message From Our Founder

At Housewell, we believe that your home is more than just a place to live – it's a strategic asset. Smart homeownership involves proactive maintenance, thoughtful improvements, and a clear understanding of your property's potential. This playbook is designed to empower you with the knowledge and tools you need to maximize your home's value and enjoyment.

We're committed to providing New Jersey homeowners with a comprehensive approach to home services, built on transparency, expertise, and a dedication to exceptional results.

Sincerely, Housewell

The Housewell Method™

Our framework for strategic homeownership is built on four key pillars:

- **Maintain:** Proactive upkeep to prevent costly repairs.
- **Improve:** Strategic upgrades that enhance your lifestyle and home value.
- **Upgrade:** Transform your home with major renovations and additions.
- **Protect:** Safeguard your investment with proper insurance and planning.

Annual Maintenance Blueprint

A seasonal checklist to keep your home in top condition:

Spring:

- Inspect roof for damage.
- Clean gutters and downspouts.
- Check air conditioning system.
- Power wash exterior.

Summer:

- Seal decks and patios.
- Inspect and repair siding.
- Check for insect infestations.
- Trim trees and shrubs.

Autumn:

- Prepare your home for winter.
- Clean the gutters and downspouts.
- Check and seal windows and doors.
- Winterize your plumbing.

Winter:

- Inspect heating system.
- Check for ice dams.
- Monitor for frozen pipes.
- Ensure proper ventilation.

The Cost of Neglect

Neglected Gutters:

Water damage to foundation: \$10,000+

Siding Repair: \$2,000-\$5,000

Mold Remediation: \$500-\$6,000

Unchecked Leaks:

Rotting Wood: \$1,000 - \$10,000+

Water Damage to Walls and Ceilings: \$500 - \$5,000

Increased Water Bill: Varies

Renovation Strategy

Planning a renovation is a crucial step towards maximizing your home's potential. Whether you're dreaming of a kitchen remodel, a bathroom upgrade, or a full-scale addition, a strategic approach is essential. We can help you define your goals, explore design options, and create a realistic budget.

New Jersey Renovation Cost Ranges

- **Kitchen Remodel (Minor):** \$25,000 - \$45,000
- **Kitchen Remodel (Major):** \$75,000 - \$150,000+
- **Bathroom Remodel (Standard):** \$10,000 - \$30,000
- **Bathroom Remodel (Luxury):** \$30,000 - \$75,000+
- **Basement Finishing:** \$30,000 - \$75,000+
- **Addition (per sq ft):** \$200 - \$400+

Renovation Budget Planning Worksheet

Item	Estimated Cost	Actual Cost
Design Fees		
Materials		
Labor		
Permits		
Contingency (10-15%)		
Total		

Home Strategy Scorecard

Rate your home's performance in the following areas (1-5, 5 being the best):

Area	Score
Maintenance	
Improvements	
Energy Efficiency	
Curb Appeal	
Overall Value	

How to Hire a Contractor

- **Check References:** Speak with previous clients.
- **Verify Licenses & Insurance:** Ensure they are properly credentialed.
- **Get Multiple Bids:** Compare pricing and scopes of work.
- **Detailed Contract:** Ensure all project details are in writing.

- **Payment Schedule:** Avoid large upfront payments.

Strategic Improvements to Increase Home Value

- **Kitchen Upgrades:** Focus on functionality and aesthetics.
- **Bathroom Renovations:** Modern fixtures and finishes.
- **Finished Basement:** Adds living space and value.
- **Curb Appeal Enhancements:** Landscaping and exterior improvements.
- **Energy-Efficient Upgrades:** Solar panels, insulation, smart thermostats.

Ready to Own Better?

Schedule a complimentary Home Strategy Session with Housewell today. Let us help you create a customized plan to maximize your home's value, enjoyment, and long-term potential.

Call us at 732.320.1152 or visit www.gethousewell.com to book your session.