

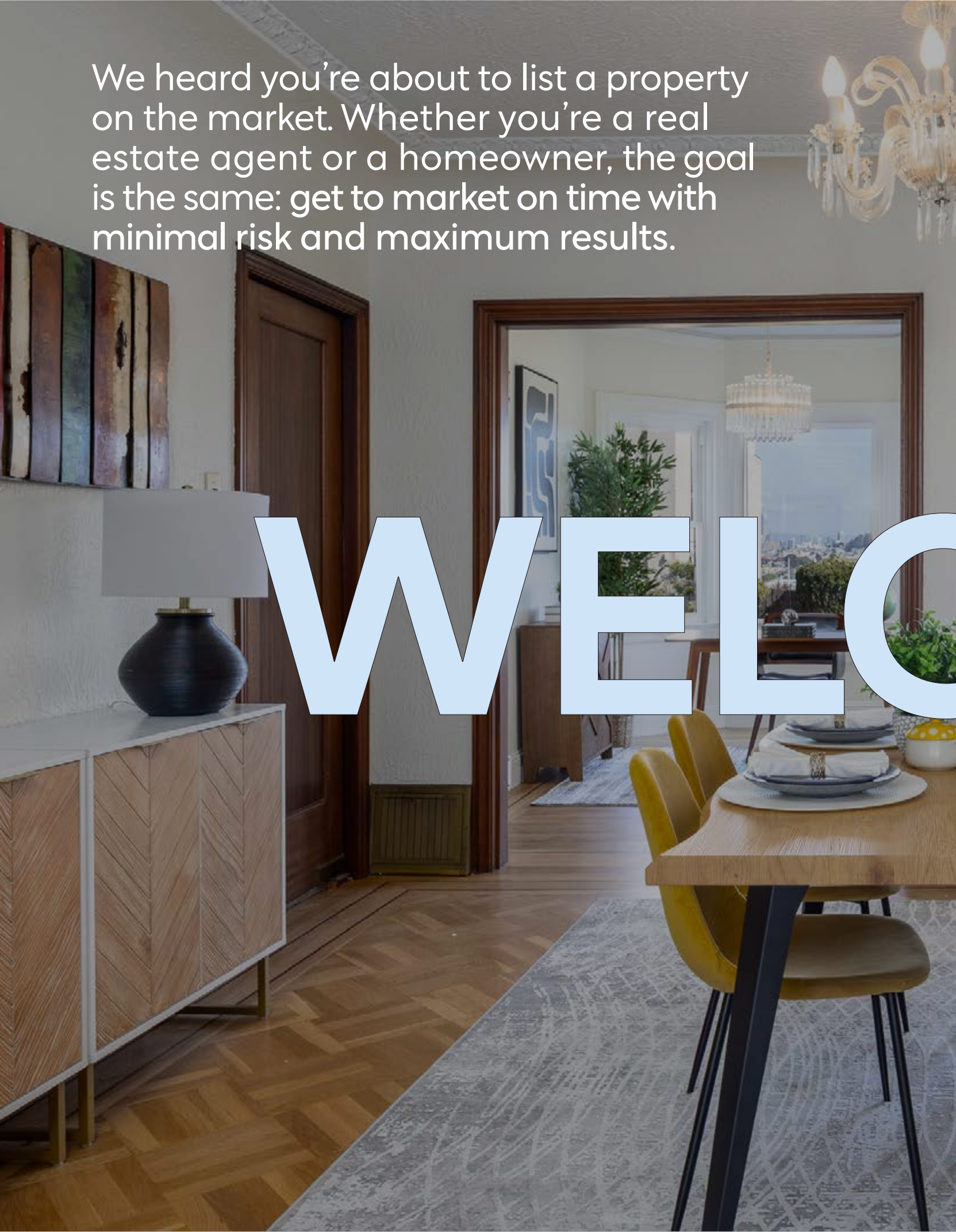
San Francisco

Made Market Ready



We heard you're about to list a property on the market. Whether you're a real estate agent or a homeowner, the goal is the same: get to market on time with minimal risk and maximum results.

WELCOME



A modern dining room with a wooden table, yellow chairs, and a large window overlooking a balcony. The room features a light-colored wall, a wooden console table, and a large mirror. The floor is made of light-colored wood in a herringbone pattern. A large window with a dark wood frame looks out onto a balcony with a wooden railing and a view of a city and hills.

The reality is that pre-listing work is rarely coordinated that way. Timelines drift, accountability gets diffused, and someone always ends up left managing the mess.

Newly Renovated exists to be that single point of ownership from the first walkthrough to final handoff. The outcome is never in doubt, the timeline holds, and no one is left picking up loose ends.

COME

01. Who We Serve



For Real-Estate Agents

A home is being brought to market, and you're responsible for guiding a client through one of the most important moments of their sale. When a home needs work before it can be listed, your reputation, timing, and judgment are on the line.

The partners you recommend reflect directly on you. When preparation runs smoothly, you look decisive and professional. When it doesn't, you're often the one left managing the fallout.



For Homeowners

You're preparing to sell a home that represents years of value, investment, and memory. You want it presented at its best, without mayhem, constant decisions, or feeling like you've suddenly become a construction project manager.

Real-estate agents and homeowners both have different roles, but want the same outcome: **a smooth, confident path to market.**

02. The Problem We Solve

Preparing a home for market is where things often fall apart.

Externally, the process becomes fragmented:

- Painters, electricians, plumbers, and specialists operating on separate timelines
- Cosmetic issues mixed with safety and inspection red flags
- Underlying problems that no amount of staging, fresh paint or cosmetic fixes can hide from a buyer, lender, or inspector

Internally, the experience becomes overwhelming:

- Agents are pulled into managing work that isn't their expertise
- Homeowners feel burdened and unsure who's actually in charge

What should be a focused, well-run preparation process becomes chaotic and stressful, precisely when timing matters most.

In markets like San Francisco, buyers are far less inclined to take on repairs and far more responsive to homes that feel clean, finished, and move-in ready.

03. Why We Exist

It shouldn't be so difficult to get a home ready to list.

Pre-listing work shouldn't feel like a gamble, it shouldn't strain the agent–client relationship, and it shouldn't require constant micromanagement just to hit a marketing deadline.

There should be one clear owner of this phase. Someone accountable not just for tasks, but for outcomes.

This gap is exactly why **Newly Renovated** was built.



04. Who We Are

Newly Renovated acts as a single, accountable renovation partner during the listing window. We bring structure and commercial discipline to residential preparation.

With 25+ years of commercial construction experience and 300+ residential units completed, we protect timelines, control scope, and bring your property to the market with as little hassle as possible.



Founded and led by Erik Liu

(Founder and President)

After decades in construction, Erik saw how often listings were put at risk by fragmented teams. Unclear accountability and last-minute scrambling to meet market deadlines put stress on everyone involved. He built **Newly Renovated** to offer a better path, promising a professional partner that is insured, coordinated, and focused on protecting both outcome and reputation.

Newly Renovated applies commercial construction mindset to residential listings where:

- the final outcome is always in focus,
- agents are shielded from operational risk,
- homeowners aren't left managing vendors, and
- everything is delivered predictably.

05. How We Work

Whether projects are small or comprehensive, the system stays the same. With **Newly Renovated** you get one general contractor that will oversee everything from the first walkthrough to final completion.

A Typical Pre-Listing Timeline

1

Walkthrough & Assessment

We evaluate every corner of the property the way a critical buyer would, identifying what needs to be addressed, what could affect sale price, and what stands between the home and its best first impression.

2

Unified Work Plan

We translate the walkthrough findings into a single, consolidated work plan: every trade scoped, every task scheduled, and every deadline accounted for. This is where clarity gets built in, before a single tool is picked up.

Typical Pre-Listing Scope Includes:

- Interior & exterior painting
- Lighting updates & fixture replacement
- Plumbing fixes & upgrades
- Electrical fixes & upgrades
- Flooring replacement & refinishing
- Kitchen updates & remodeling
- Bathroom updates & remodeling
- Safety repairs (railings, doors, exposed wiring)
- Mold and moisture-related issues
- Cosmetic fixes that remove buyer hesitation

3

Coordinated Execution

Every trade is brought in at the right time, in the right order, with no gaps or confusion. We run the job so agents and homeowners never have to set foot on site to keep things on track.

4

Market-Ready Delivery

The home is delivered ready for staging, photography, and the first open house, on schedule, on scope, and without last-minute scrambling.

06. What Success Looks Like

When the process is owned by **Newly Renovated**, everything changes. The chaos is replaced by clarity, the timeline is protected, and the outcome speaks for itself.



Before

After

Start with a walkthrough.
From there, we take responsibility for the outcome.

07. What Newly Renovated Prevents

Without clear oversight, pre-listing work becomes a risk for both real estate agents and homeowners.



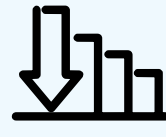
Delayed listings



Frustrated sellers



Last-minute fixes



Reputation damage for agents

Newly Renovated exists to remove the risk from the most consequential phase of the listing process.

With one accountable partner managing every moving part, agents and homeowners can move forward with confidence, knowing the work is handled, the deadline is protected, and the home will be ready when the market is.

08. Case Study



Background

When we first stepped inside 634 30th Avenue, the opportunity was clear, but so were the obstacles. The home had great bones and a classic San Francisco layout, yet dark paint, broken fixtures, and visible buyer turnoffs were holding it back. With peak season approaching, the listing agent needed the property market-ready quickly, without overbuilding or unnecessary upgrades.

The Challenge

Nearly every interior wall was painted in dark, moody colors that made the home feel cold and closed-in. A broken back patio door was taped shut with yellow CAUTION tape, immediately signaling neglect to buyers. Loose railings, exposed wiring, outdated light fixtures, and visual clutter compounded the issue, all within a tight pre-listing window where managing multiple vendors independently would have delayed the launch.

Our Comprehensive Solution

We delivered a turn-key buyer-focused renovation plan under one accountable scope. The work included full interior and exterior painting with lighter, market-friendly colors, replacement of all 21 outdated light fixtures, safety and repair work on doors, railings, and exposed wiring, removal of distracting elements, and staging preparation for photography and showings. All trades were coordinated through a single plan, allowing the agent to stay focused while we handled execution.

The Outcome

In just a few weeks, the home was transformed into a clean, bright, move-in-ready listing aligned perfectly with the market window. It went live on schedule, had 15 offers and was in-contract within 11 days. This is how we remove stress from pre-listing renovations so agents can focus on selling, not managing construction.





Background

The Castle Street property had been operating as a rental property and was showing significant wear, outdated finishes, and deferred maintenance throughout. The homeowner decided to sell the property and engaged Newly Renovated to prepare the home for market.

The seller's primary goal was to maximize the value of the home while ensuring the property could be listed without compliance or inspection issues.

The Challenge

The home presented a number of challenges that extended beyond surface-level updates:

- An illegal, unpermitted basement bathroom that could not be included in the listing
- Severely outdated and mismatched finishes throughout multiple bathrooms
- Rust, deterioration, and unsanitary conditions in the primary bathroom
- Slippery and unattractive marble tile at the front entry
- Widespread wear consistent with long-term rental use
- Discovery of significant dry rot and mold during demolition

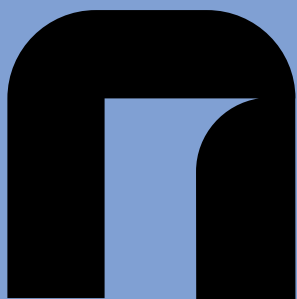
Because the basement bathroom was unpermitted, it could not legally be sold as a functioning bathroom. To move forward with the sale, the space needed to be fully removed and corrected; adding regulatory, safety, and timeline complexity to an already extensive preparation scope.

The Outcome

The home was fully refreshed and brought into a condition suitable for market, with compliance risks resolved and buyer objections significantly reduced.

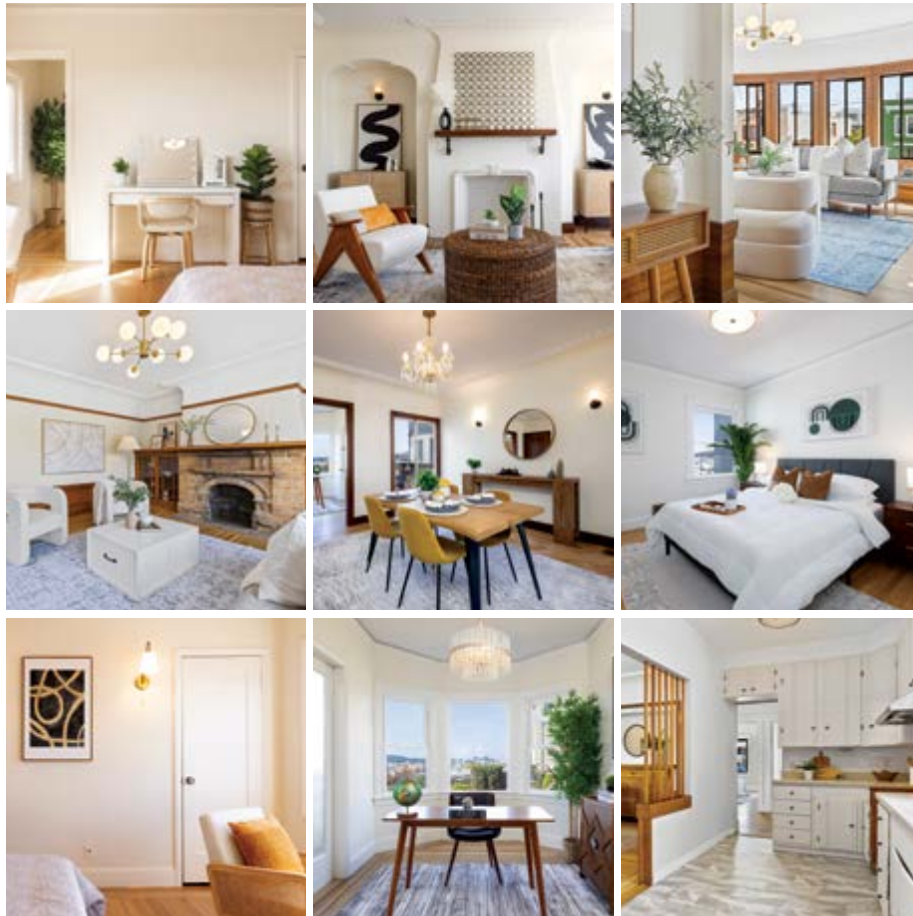
By removing the illegal bathroom, correcting underlying structural and environmental issues, and modernizing the home's finishes, the property was positioned to list honestly and confidently without surprises during inspections or escrow.

The client was thrilled with the outcome and the level of oversight provided, particularly given the complexity of the issues uncovered during the project. This case demonstrates how Newly Renovated's pre-listing renovation oversight protects both value and credibility when preparing a home with hidden risks.



newlyrenovated.com

Are you ready
to be made
market ready?



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