

GETTING SET TO SELL: WHERE TO INVEST IN UPGRADES AROUND THE HOUSE

North Olmsted, Ohio... Are you considering putting your home up for sale? When you're preparing to sell, or looking to increase your home's value, it's important to think about upgrades that will give you a leg up when putting your home on the market – and not just how; but *where* to remodel. Here are a few ideas to help prioritize home remodeling endeavors as you get set to sell.

Create Curb Appeal

Imagine walking up your driveway as a potential buyer. Does the exterior of your home leave a lasting impression? Starting the process to prepare your home for sale can be as simple as beginning at the front door. Creating an inviting entryway will entice potential buyers even before they step foot inside. Adding a pop of color to your front door will make a statement, and changing out the hardware fixtures will update the look instantly.

Cleaning up your lawn, power washing the siding and planting trees, bushes and flowers are simple ways to invest in your home's curb appeal. Lining the walkway with solar powered lights is also a nice touch.

Update the Bath

According to a recent Houzz and Home survey of homeowners, bathrooms and kitchens are the most popular renovation projects, with the greatest number of consumers concentrating their attention on the bath. It's important to focus on the details that can quickly update the space, such as installing quality fixtures, when you're remodeling. As you begin the selection process for new bath fixtures, consider those with a timeless style that will be appreciated not only by you, but by a wide variety of home buyers. The Wynford™ collection from Moen offers a wide range of faucet options and finish choices to provide versatility.

Bankrate.com reports that increasing storage, along with a few other fixes, can add thousands of dollars to your home's value. Additional storage in the shower and bath space, or installing a new shower curtain rod is a great way to easily prep your home for potential buyers. Curved shower rods from Moen can add up to an additional seven inches of space in the shower. With

these key updates, the look and functionality of the bathroom will improve...and that could mean more money in your pocket.

A Little Clean Up Goes a Long Way

A recent survey by *Consumer Reports* found that 41 percent of real estate professionals surveyed ranked dirt, smells and clutter high on their list of costliest home-selling mistakes. Disagreeable smells are concerning because they could indicate a serious problem in the home, such as mold or mildew. Try a dehumidifier to dry out damp areas if you suspect nasty odors might be due to excess water. Also, having your carpets and drapery professionally cleaned on a regular basis will keep your home smelling fresh, especially if you have pets. If your home could use a deep clean, it might be worth investing in a service that will not only help tidy up, but work with you to organize around the house.

Just remember: concentrating on essential repairs and easy updates can instantly change the perception of your home. These focused upgrades are a great way to help ensure you make the most from your sale.

For more information on Moen products, visit www.moen.com or call 1-800-BUY-MOEN (1-800-289-6636).

###

About Moen

As the #1 faucet brand in North America, Moen offers a diverse selection of thoughtfully designed kitchen and bath faucets, showerheads, accessories, bath safety products and kitchen sinks for residential applications – each delivering the best possible combination of meaningful innovation, useful features, on-trend styling and lasting value. In addition, Moen® Commercial offers superior-performing products that deliver lower lifetime costs for today's facilities.

Moen is part of Fortune Brands Home & Security, Inc. (NYSE: FBHS), which creates products and services that help fulfill the dreams of homeowners and help people feel more secure. The Company's trusted brands include Moen® faucets, Master Lock® and Sentry® Safe security products, MasterBrand® cabinets and Therma-Tru® entry door systems. Fortune Brands holds market leadership positions in all of its segments. Fortune Brands is part of the S&P MidCap 400 Index. For more information, please visit www.FBHS.com.

Contact: Jennifer Allanson or Kristi Stolarski
Falls Communications
(216) 696-0229

jallanson@fallscommunications.com
kstolarski@fallscommunications.com