



1524 Silver Valley Dr, Dewitt, IA, 52742

Strategic positioning of unique utility features to drive competitive interest and maximize price.

4 BEDS	5 BATHS	2008 BUILT	\$605,000 LIST PRICE
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SUGGESTED LIST RANGE

\$600,000 – \$640,000

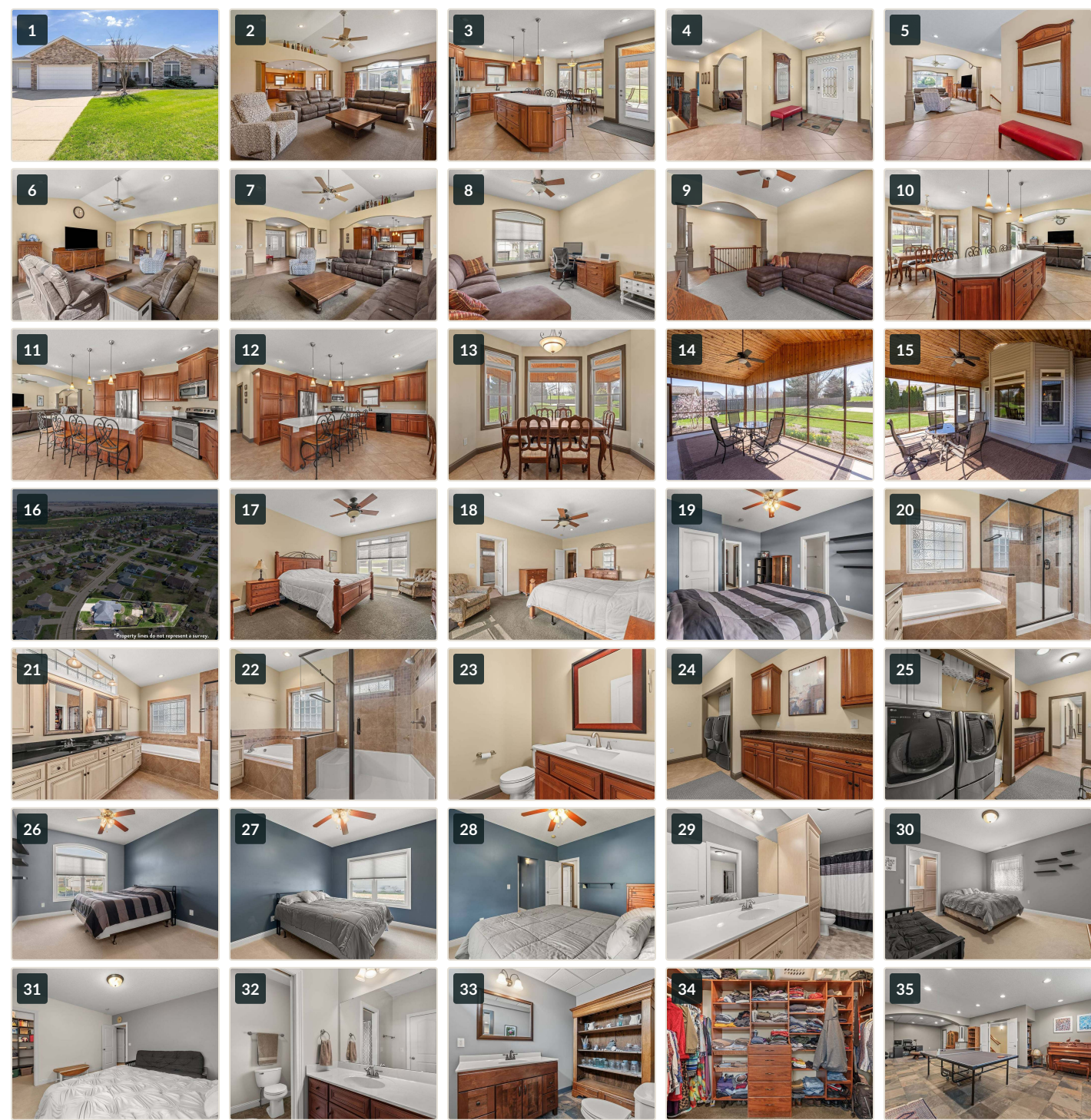
BELOW MARKET

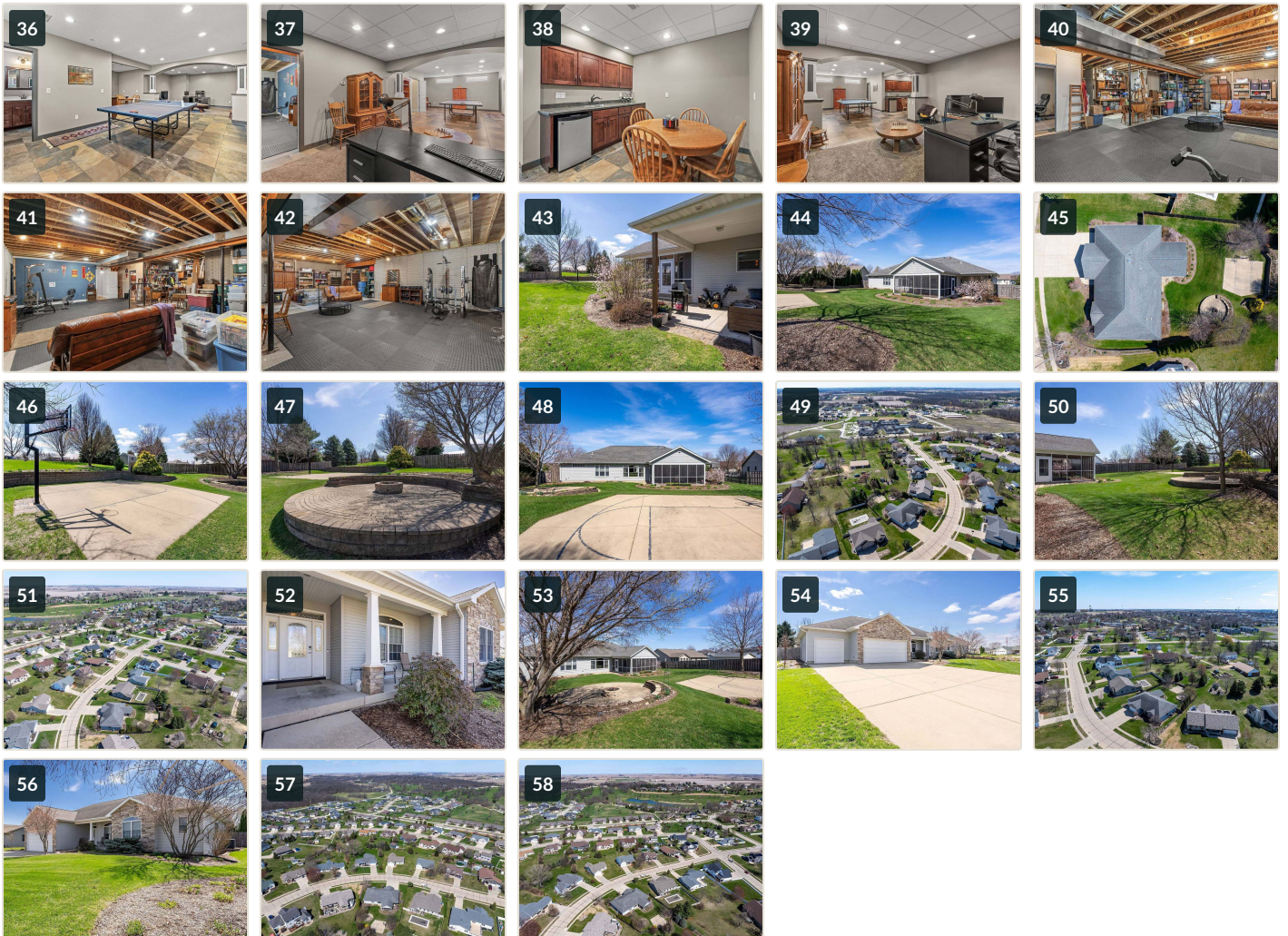
MARKET COMPETITIVENESS Strong ●	LISTING APPEAL Good ●	PRICE POSITION Below Market ●
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TOP OPPORTUNITIES

- 1 Highlight the specialized 1,000-square-foot heated workshop and fitness space more prominently in marketing materials.
- 2 Repaint the primary suite and secondary bedrooms in a light, contemporary neutral to modernize the aesthetic.
- 3 Clear the basement floor of large furniture and storage bins to emphasize the significant square footage.

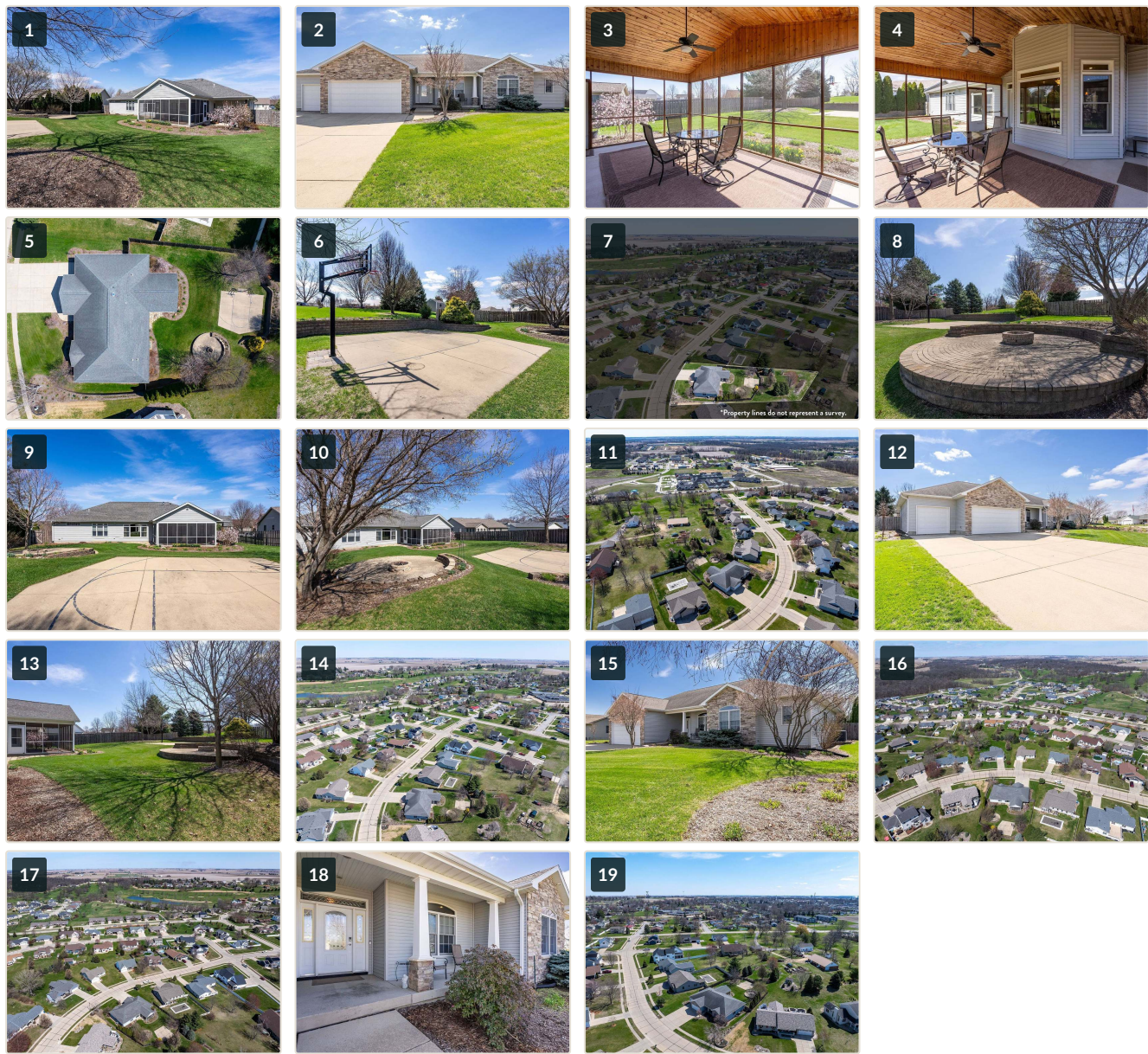
Recommended Photo Order





This order establishes immediate price justification by showcasing Photo 44 and Photo 1, followed by a logical floor-by-floor progression. It finishes with high-impact lifestyle assets like Photo 48 and Photo 42 to maintain engagement through the end of the gallery.

Photo Assessment: Exterior



ANALYSIS OVERVIEW

The property is a substantial ranch-style residence characterized by a contemporary stone and siding facade with a three-car garage. Key highlights include an expansive backyard featuring a full-sized concrete basketball court and a dedicated stone fire pit area with tiered retaining walls. A high-quality screened-in porch with a vaulted cedar-plank ceiling serves as a primary outdoor living space, transitioning the interior to the large lot that offers mature landscaping and proximity to a local golf course.

TOP RECOMMENDATION

Surface Cleaning for Recreation Areas

IMPACT: MEDIUM · COST: LOW (<\$500) · EFFORT: MEDIUM

Pressure wash the concrete basketball court and the stone fire pit surround to remove organic staining and darkening.

Product: Sun Joe SPX3000 Electric High Pressure Washer

Why: The basketball court and fire pit area show significant darkening from weathering. Brightening these surfaces will make the amenities look newer and better maintained in marketing materials.

Landscape Bed Refresh

IMPACT: HIGH · COST: MEDIUM (\$500-2000) · EFFORT: MEDIUM

Install fresh dark brown hardwood mulch in all front and rear garden beds and add low-maintenance perennials or seasonal flowers to bare spots.

Product: Scotts Nature Scapes Triple Processed Brown Mulch

Why: Several photos show bare mulch beds and dormant plantings. Fresh mulch provides a crisp "finished" look that improves the perceived price position of the home.

Screened Porch Staging Enhancement

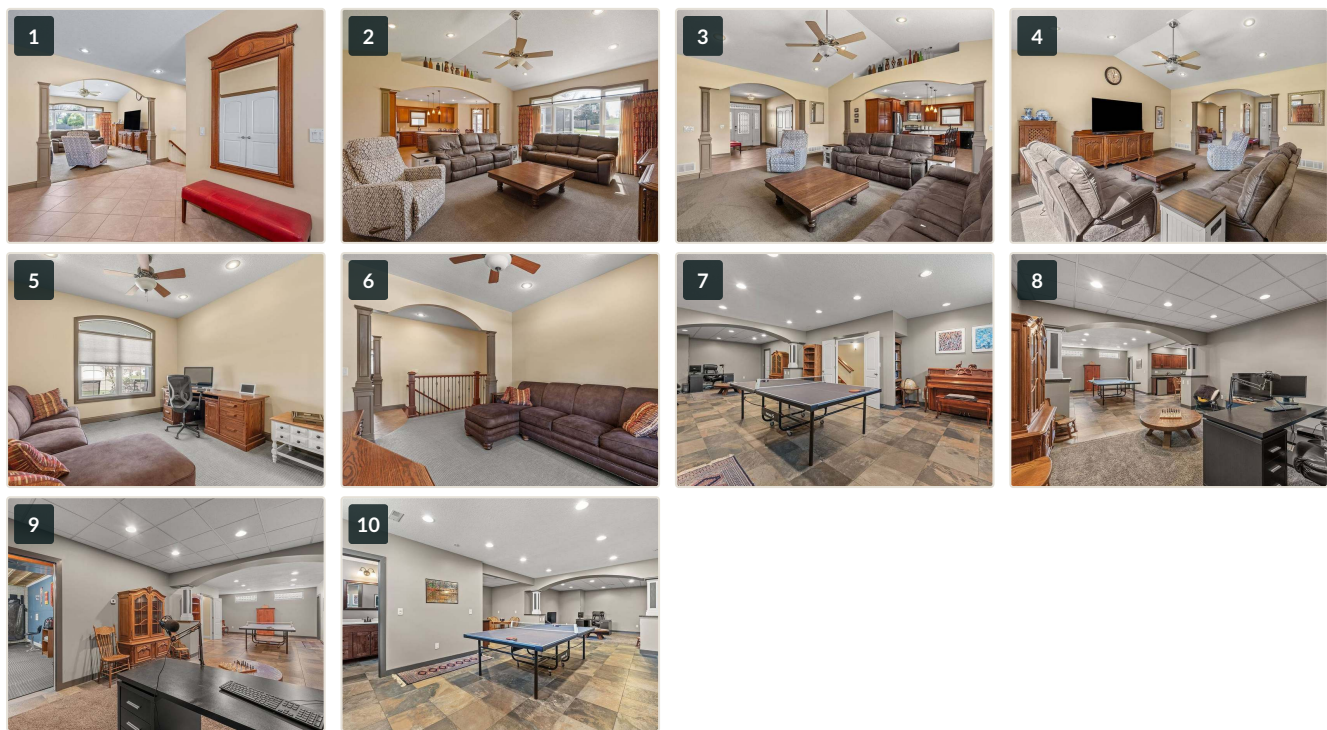
IMPACT: MEDIUM · COST: MEDIUM (\$500-2000) · EFFORT: LOW

Replace the basic metal patio set in the screened porch with a more substantial outdoor sectional or a modern dining set, and add an outdoor area rug.

Product: Christopher Knight Home Cape Coral Mesh Dining Set

Why: The cedar ceiling is a luxury feature, but the current furniture is understated. Higher-end staging will help the price position reflect the quality of the architecture.

Photo Assessment: Living Areas



ANALYSIS OVERVIEW

These photos reveal a home with a generous and well-connected floor plan. The main level features vaulted ceilings and an open-concept layout that links the foyer, living area, and kitchen through wide arched transitions supported by decorative columns. The basement offers significant additional square footage, functioning as a comprehensive recreation hub with durable tile flooring, a kitchenette, a fitness area, and space for a home office. The interior reflects a well-maintained traditional aesthetic, utilizing a warm palette of honey-toned wood, beige walls, and large-format earth-toned tiles. Architectural details like the plant niches and tiered transitions add character, though some

decorative elements—such as the heavy patterned drapery—point to an earlier design period. The overall condition appears excellent, suggesting the property can be positioned at a competitive price point within the move-in-ready market segment.

TOP RECOMMENDATION

Modernize Primary Living Area Window Treatments

IMPACT: HIGH · COST: MEDIUM (\$500-2000) · EFFORT: LOW

Remove the heavy patterned drapes in the main living room and replace them with neutral, floor-to-ceiling linen panels in a light cream or soft gray.

Product: West Elm Belgian Flax Linen Curtains

Why: The current window treatments are visually heavy and date the space. Neutral panels will allow more natural light to enter, making the room feel larger and more contemporary.

Streamline Architectural Niches

IMPACT: MEDIUM · COST: LOW (<\$500) · EFFORT: LOW

Remove the collection of colored bottles and decorative items from the niche located above the kitchen archway.

Product: N/A

Why: These items draw the eye upward to a point of visual clutter. Clearing this space simplifies the architectural lines and creates a cleaner, more modern look for the main living area.

Optimize Basement Floor Space

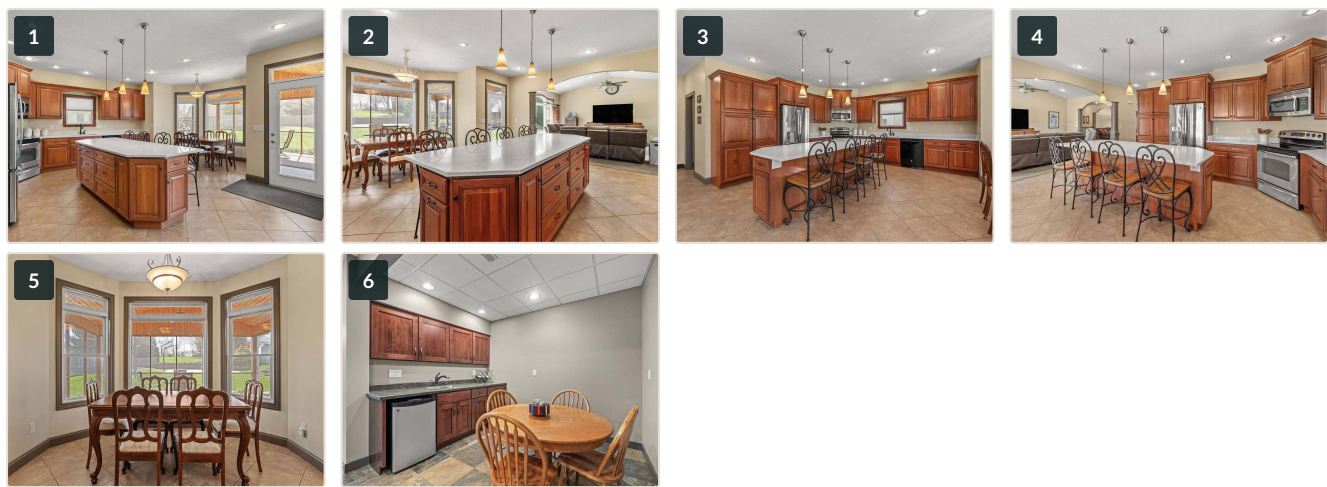
IMPACT: MEDIUM · COST: LOW (<\$500) · EFFORT: MEDIUM

Remove the large traditional wood hutch and the excess rocking chairs from the basement recreation room to create more open floor area.

Product: N/A

Why: The basement is a major selling point due to its size, but the current furniture density makes the space feel smaller than it is. Removing bulky, non-essential pieces highlights the actual square footage available for recreation.

Photo Assessment: Kitchen And Dining



ANALYSIS OVERVIEW

The kitchen and dining areas reveal a highly functional, open-concept layout that serves as the central hub of the home. The primary kitchen transitions seamlessly into a bright dining nook and an expansive living area, as seen in the wide-angle shots showing the arched transitions. This connectivity is a major selling point for buyers prioritizing a cohesive flow between food preparation and social spaces. The space features a successful blend of traditional and modern elements, with light-colored stone or quartz countertops providing a contemporary contrast to the rich, warm-

toned oak cabinetry. The photos highlight significant storage capacity, including a dedicated floor-to-ceiling pantry wall and a substantial island with deep drawer storage. Additionally, the dining area is positioned within a bay of large windows that maximize natural light and emphasize the transition to outdoor living spaces.

TOP RECOMMENDATION

Modernize Decorative Lighting Fixtures

IMPACT: HIGH · COST: MEDIUM (\$500-2000) · EFFORT: LOW

Replace the amber glass pendant lights over the island and the matching chandelier in the dining nook with contemporary fixtures in a matte black or brushed nickel finish.

Product: Progress Lighting Replay or West Elm Curvilinear Mid-Century Chandelier

Why: The current amber glass fixtures date the kitchen. Updating to more neutral, modern lighting will immediately elevate the aesthetic to match the updated countertops and appeal to modern design preferences.

Unify Appliance Finishes

IMPACT: MEDIUM · COST: MEDIUM (\$500-2000) · EFFORT: LOW

Replace the existing black dishwasher with a stainless steel model that matches the refrigerator and range.

Product: Bosch 800 Series Stainless Steel Dishwasher

Why: The black dishwasher breaks the visual continuity of the appliance suite. A unified stainless steel appearance creates a more premium, "finished" look that justifies a higher suggested list range.

Update Cabinet Hardware

IMPACT: MEDIUM · COST: LOW (<\$500) · EFFORT: MEDIUM

Swap the traditional brass/gold knobs and pulls for sleek, modern bar pulls in a dark bronze or matte black finish.

Product: Amerock Skyline or Emtek Alexander Pulls

Why: This is one of the most cost-effective ways to modernize traditional wood cabinetry. Contemporary hardware bridges the style gap between the classic wood tones and the modern quartz countertops.

Photo Assessment: Primary Bedroom



ANALYSIS OVERVIEW

The primary suite offers a substantial footprint with a highly functional layout, featuring a five-piece bathroom and an extensive walk-in closet. While the suite provides clear separation between functional zones for enhanced privacy and utility, the current traditional aesthetic and dark color palette—including tan walls and dark green carpeting—may feel dated. The built-in storage and cabinetry are in excellent condition, but the overall visual impact of the room is heavy and would benefit from brightening to appear more modern and inviting.

TOP RECOMMENDATION

Neutralize Wall and Ceiling Tones

IMPACT: HIGH · COST: \$500-2000 · EFFORT: MEDIUM

Repaint the bedroom and bathroom walls in a lighter, contemporary neutral shade.

Product: Sherwin-Williams Agreeable Gray or Alabaster

Why: Replacing the tan/gold wall color with a light, airy neutral will modernize the suite instantly and help the dark green carpet and brown tile appear more intentional and less dated.

Simplify and Organize the Walk-In Closet

IMPACT: MEDIUM · COST: <\$500 · EFFORT: MEDIUM

Remove approximately 50 percent of the visible clothing, shoes, and bins from the built-in shelving seen in Photo 4.

Product: Uniform slim-line velvet hangers

Why: The closet is a major selling point, but its current state looks overfilled. Thinning out the items and using matching hangers allows buyers to see the actual storage capacity and the quality of the built-in wood system.

Update Bathroom Pendant Lighting

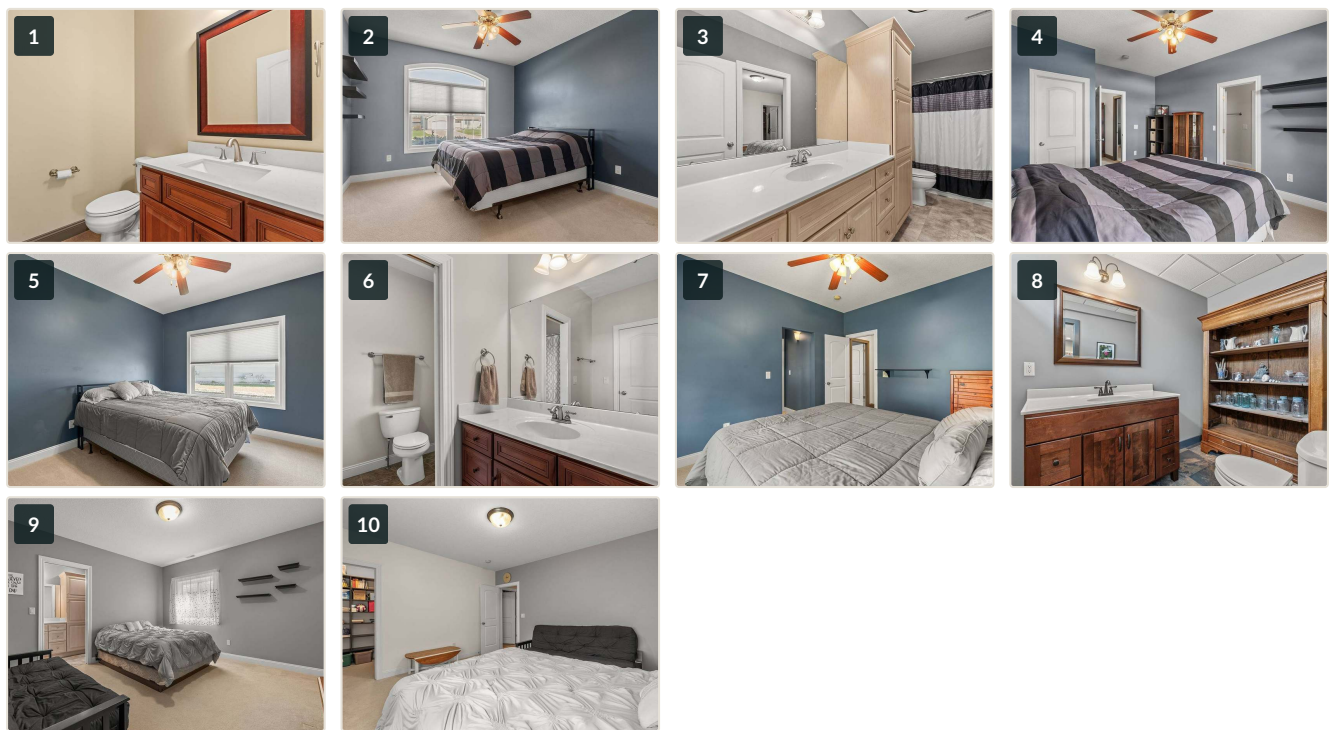
IMPACT: MEDIUM · COST: <\$500 · EFFORT: LOW

Replace the three traditional-style pendant lights over the bathroom vanity in Photo 3 with modern fixtures.

Product: Progress Lighting Replay Collection or similar matte black/brushed nickel mini-pendants

Why: Lighting is one of the first things buyers notice in bathrooms. Replacing the dated frosted glass pendants with a cleaner, more modern silhouette will elevate the perceived quality of the entire vanity area.

Photo Assessment: Bedrooms And Bathrooms



ANALYSIS OVERVIEW

These photos reveal a residence with spacious private quarters and a strong emphasis on storage utility. The presence of a dedicated linen tower in the secondary bathroom (the photo with light wood cabinetry) and a large closet featuring built-in shelving (the bedroom photo showing the storage area) indicates a layout designed for organizational efficiency. The rooms appear well-proportioned, with large windows providing ample natural light that enhances the sense of volume throughout the bedrooms. The property features a blend of traditional and contemporary finishes that support a solid market position. The bathrooms have been updated with stone-style countertops and modern undermount sinks (as seen in the powder room and primary bath photos), while the bedrooms utilize a modern color

palette of cool grays and deep blues. While the tan carpeting is a more traditional choice, it appears to be in good condition. The overall presentation is clean and functional, suggesting the home is well-maintained and ready for immediate occupancy, which helps justify a competitive price range.

TOP RECOMMENDATION

Light Neutral Paint Refresh

IMPACT: MEDIUM · COST: MEDIUM (\$500-2000) · EFFORT: MEDIUM

Repaint the dark blue accent walls and deep gray bedrooms in a lighter, warm neutral tone such as "Agreeable Gray" or "Swiss Coffee."

Product: Sherwin-Williams Agreeable Gray

Why: While the current colors are modern, dark accent walls can make rooms feel smaller in photos. A lighter, uniform color across all bedrooms creates a better flow and appeals to a broader range of buyers, supporting a stronger price position.

Update Bathroom Mirrors and Lighting

IMPACT: MEDIUM · COST: LOW (<\$500) · EFFORT: LOW

Replace the heavy reddish-wood framed mirror in the powder room and the older "strip" vanity lights with modern, thin-framed black or brushed nickel alternatives.

Product: Better Bevel Black Framed Rectangular Mirror

Why: Modernizing the fixtures in high-impact areas like bathrooms is a cost-effective way to increase the perceived age and quality of the home. This creates a "renovated" feel that buyers often associate with higher-tier pricing.

Strategic Furniture Editing

IMPACT: MEDIUM · COST: LOW (<\$500) · EFFORT: LOW

Remove the large wooden hutch from the bathroom area and the black floating shelves from the bedroom walls.

Product: N/A

Why: The large hutch in the bathroom (the photo with the drop ceiling) overwhelms the floor space and can make the room appear cramped. Removing the floating shelves in the bedrooms will create a cleaner "blank canvas" look, making the walls appear larger and more versatile in listing photos.

Photo Assessment: Entry And Utility Spaces



ANALYSIS OVERVIEW

The entry and utility spaces of this property offer a combination of clean first impressions and high functional utility. The entry (Photo 1) features neutral tiling and architectural details, while the laundry room (Photos 2 and 3) is well-equipped with updated appliances and ample cabinetry. The lower level (Photos 4, 5, and 6) and outdoor area (Photo 7) provide significant flexible space and recreational potential, though they currently require organizational attention to maximize their visual appeal in marketing materials.

TOP RECOMMENDATION

Clear and Organize the Lower Level Floor Space

IMPACT: HIGH · COST: LOW (<\$500) · EFFORT: MEDIUM

Remove the trampoline, the brown leather sofa, and any loose bins or cardboard boxes from the center of the basement floor. Consolidate remaining storage bins neatly onto the existing shelving units.

Product: N/A

Why: The basement (Photos 4, 5, and 6) currently feels crowded due to the volume of stored items. Clearing the floor and removing large, dated furniture allows the camera to capture the full scale of the footprint, helping buyers visualize the area as a blank canvas for a gym, workshop, or future finished space.

Optimize the Outdoor Living Presentation

IMPACT: MEDIUM · COST: LOW (<\$500) · EFFORT: LOW

Move the snowblower, the wooden crate, and all empty black plastic planting pots out of the camera's view.

Product: N/A

Why: Photo 7 should focus on the covered patio and the lawn. The presence of seasonal equipment and garden debris makes the space look cluttered and utilitarian rather than inviting. A clear patio better represents the property's potential for outdoor dining and recreation.

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