



Prepare for  
Listing



# PREPARE YOUR HOME FOR LISTING

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## OVERALL

1. Living in a home and marketing a home are two entirely different things; we are selling the “dream”
2. De-personalize and de-clutter. We want buyers to see themselves in the space.
3. Cleanliness is key.
4. Fix everything that needs repairs – rotten trim, peeling paint, broken fences, appliances, leaks, cracked windows, broken screens, burned out lightbulbs, missing grout, etc.

## INTERIOR

- Clear out and clean out – less is more; be prepared to store items with family or in a storage unit
- Clean, clean, and clean again
  - Deep clean all appliances: kitchen (fridge, stove, dishwasher, microwave, etc.), and baths
  - Clean all surfaces (shelves, tops of doors, counters, floors, base boards, trim, light fixtures, fans, light switch plates, blinds, etc.)
  - Clean surfaces of HVAC units and water heaters
  - Clean windows - inside and out
- Depersonalize - store all personal items, photos, etc. and remove all valuable items and medications
- Ensure all light bulbs are consistent in terms of wattage and type
- Consider changing outdated light fixtures
- Clean out and organize storage spaces
  - Buyers will open closets and cabinets so make sure there is plenty of space to envision their stuff
  - Stage and organize what is left; put smaller items in baskets
  - Do not have anything on the floor
- Clear all counter tops in bathrooms and kitchen
- Hide all wires from TV's, stereos, and speakers
- Make a plan to conceal all toys and pet items during showings
- Replace furnace filters
- Opt for neutral bedding and duvet covers in bedrooms (and make all beds for showings!)
- Buy a set of “showing towels” in white for all bathrooms; put these out whenever buyers visit your home
- Paint all rooms a light, neutral color (whites and grays); this makes a space feel bigger and brighter
- Touch-up all baseboards, ceilings, nicks, and dings; consider repainting high touch areas – kitchen, bathrooms, hallways
- Steam clean all carpets and polish hardwood floors with Bona
- Leave a few lamps on at night for a warm ambiance when buyers drive by in the evening
- Ensure your home smells nice when buyers visit. Mask smells with diffusers and use candles (not plug-ins!). Finally, pay attention to what you cook the night before showings
- Consider putting out orchids or fresh flowers whenever buyers visit your home



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## EXTERIOR

- Freshen your entrance - curb appeal is key as it is the first impression buyers have of your home
  - Wash and paint front door and front stoop
  - Clean off hardware
  - Add planters with fresh flowers, if room
- Clean mailbox
- Paint exterior siding and trim, if needed
- Wash walkways, decks, patios, and outdoor furniture
- Sand and re-stain or paint decks where needed
- Clean outdoor light fixtures and replace bulbs as needed
- Clean roof if there is algae or moss growth
- Mow, blow, and edge the lawn
- Trim and shape shrubs, trees, and bushes; make sure nothing touches the house
- Put down a fresh layer of pine straw or mulch and remove all weeds
- Ensure all outdoor spaces are neat and organized