



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” of the home, not real life.
2. De-personalize and de-clutter. We want to appeal to as many buyers as possible and that will only happen if they can see themselves in the space.
3. Cleanliness is key.
4. Fix everything that needs fixing – 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 inside and out of all appliances (fridge, stove, dishwasher, microwave, etc.), kitchen, 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- Consider changing outdated light fixtures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 your closets and cabinets and you don't want them to think there isn't enough storage in your home
  - 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



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## INTERIOR CONTINUED

- 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 that are bold or dark colors 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; buyers will drive by in the evening and this will give your home a warm ambiance
- 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