

# THE ULTIMATE *Seller Pre-listing* CHECKLIST

What to do before your home hits the market



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# — WHY PREPERATION MATTERS

**Buyers form opinions online,  
before they ever step inside your home.**

Preparation is not about perfection — it is about positioning your home to create strong first impressions through photos, presentation, and buyer psychology.



## Prep & Declutter

- Declutter countertops and open shelves
- Remove personal photos and items
- Simplify furniture to improve flow

## Clean

- Deep clean floors and surfaces
- Clean windows and mirrors
- Tidy up and put things away





# Staging & Lighting



## STAGING

- Focus on key rooms
- Use simple, neutral staging
- Create emotional appeal



## LIGHTING

- Make all lightbulbs the same color
- Open blinds for natural lighting
- Dust all light fixtures



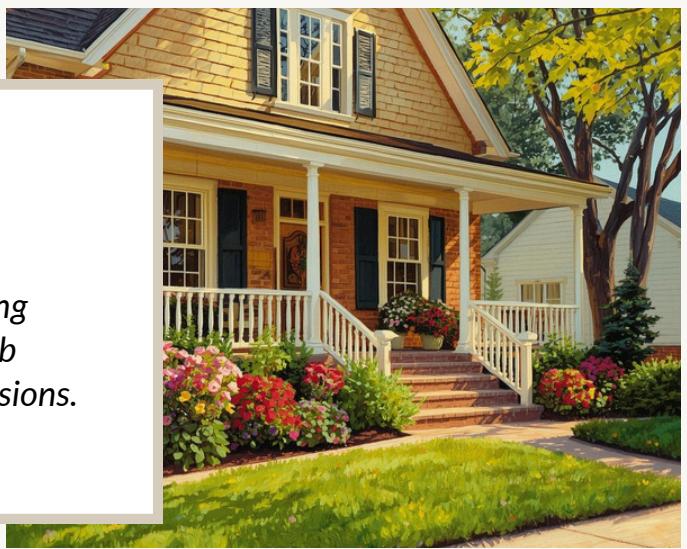


## First Impressions

*As buyers pull up, they're subconsciously deciding how they feel about the home, which is why curb appeal plays such a powerful role in first impressions.*

## Curb Appeal

- Trim bushes and plants
- Clean and style the entry way
- Mow the yard





# Photo Day Checklist

## PHOTO DAY READY

- Make beds
- Remove pets
- Turn on all lights and open blinds
- Remove personal items from nightstands
- Remove everything from counters
- Tidy up





## Strategy Matters

Preparation works best when paired with strategy.

Pricing, timing, launch plans, and first-week momentum all work together to drive strong results.

## Every Home Deserves a Strategy

*If you would like guidance tailored to your home and goals, I would love to help you create a plan that leads to a successful sale.*



# Let's Talk Strategy



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