

# 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

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



## Clean

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- ☐ 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





## Curb Appeal

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

### 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.*





# Photo Day Checklist

## PHOTO DAY READY

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







## Strategy Matters

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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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