

LISTING CHECKLIST

What you need to know before, during, and after your home is on the market!

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General Preparation:

Taking the time to prepare your home before listing and photography is essential for maximizing its market appeal. First impressions matter, and buyers are naturally drawn to clean, organized, and spacious homes where they can envision themselves living. Decluttering and deep cleaning help each space appear larger and more inviting, while small repairs and thoughtful staging will highlight your property's best features. Investing effort upfront ensures your home stands out, attracts serious buyers, and sells faster, often at a higher price.

<i>Declutter Every Room</i>	<ul style="list-style-type: none"> <input type="checkbox"/> Remove excess furniture and decor to make spaces feel larger. <input type="checkbox"/> Clear countertops, shelves, and tables—keep surfaces minimal. <input type="checkbox"/> Pack away personal items such as family photos, keepsakes, as this helps depersonalize the space.
<i>Deep Clean Your Entire Home</i>	<ul style="list-style-type: none"> <input type="checkbox"/> Wash windows inside and out. <input type="checkbox"/> Clean floors, baseboards, and walls. <input type="checkbox"/> Dust all surfaces, including light fixtures, vents, and ceiling fans.
<i>Freshen the Air</i>	<ul style="list-style-type: none"> <input type="checkbox"/> Eliminate odors (pets, smoke, cooking) with neutralizers. <input type="checkbox"/> Use lightly scented candles, diffusers, or fresh flowers to add a pleasant smell.
<i>Repair and Touch-Up</i>	<ul style="list-style-type: none"> <input type="checkbox"/> Patch holes, cracks, or scuffs on walls and ceilings. <input type="checkbox"/> Repaint rooms in neutral colors if needed to brighten and modernize. <input type="checkbox"/> Fix any loose handles, hinges, or leaky faucets. <input type="checkbox"/> Repair or replace any damaged window screens and ensure they are clear of dirt and debris.
<i>Maximize Lighting</i>	<ul style="list-style-type: none"> <input type="checkbox"/> Replace dim or burnt-out light bulbs with bright, warm lighting. <input type="checkbox"/> Open curtains and blinds to let in natural light.

Room-Specific Tips:

Room-specific tips ensure that each area of your home is presented in its best light, highlighting its unique purpose and potential. By tailoring preparation efforts to each space, you can create a cohesive and appealing experience for buyers, making it easier for them to imagine living comfortably in the home.

<i>Living Room</i>	<ul style="list-style-type: none"><input type="checkbox"/> Arrange furniture to highlight space and natural flow.<input type="checkbox"/> Use mirrors to reflect light and create a sense of openness.<input type="checkbox"/> Add a touch of decor (pillows or throws) to make it feel inviting.
<i>Kitchen</i>	<ul style="list-style-type: none"><input type="checkbox"/> Clear counters except for one or two decorative items.<input type="checkbox"/> Organize cabinets and drawers—buyers often peek inside.<input type="checkbox"/> Clean appliances thoroughly, including the oven, microwave, refrigerator, and range hood.
<i>Bedrooms</i>	<ul style="list-style-type: none"><input type="checkbox"/> Simplify bedding with neutral linens and pillows.<input type="checkbox"/> Store clothing out of sight and organize closets to showcase storage space.<input type="checkbox"/> Add subtle decor, such as a bedside lamp or small artwork.
<i>Bathrooms</i>	<ul style="list-style-type: none"><input type="checkbox"/> Remove all personal toiletries and replace with fresh towels and decorative soap.<input type="checkbox"/> Clean and polish mirrors, faucets, and shower doors.<input type="checkbox"/> Ensure grout and caulking are spotless and mold-free.
<i>Office/ Bonus Room</i>	<ul style="list-style-type: none"><input type="checkbox"/> Highlight flexibility—make the space look usable for multiple purposes.<input type="checkbox"/> Minimize furniture and keep cords hidden.
<i>Laundry Room</i>	<ul style="list-style-type: none"><input type="checkbox"/> Clear counters and shelves.<input type="checkbox"/> Showcase functionality with neatly stored supplies.
<i>Garage/ Basements/Storage Spaces</i>	<ul style="list-style-type: none"><input type="checkbox"/> Remove excess storage and organize shelves.<input type="checkbox"/> Sweep and clean floors.<input type="checkbox"/> Ensure lighting is bright and inviting.

Exterior Checklist:

The exterior checklist focuses on creating strong curb appeal and a welcoming first impression. A well-maintained and inviting exterior sets the tone for the entire home, drawing buyers in and signaling that the property has been well cared for. By addressing outdoor spaces, you enhance your home's overall appeal and help it stand out in a competitive market.

<i>Boost Curb Appeal</i>	<ul style="list-style-type: none"><input type="checkbox"/> Mow the lawn, trim hedges, and edge sidewalks. In the winter make sure the snow is removed for easy access.<input type="checkbox"/> Repaint the front door or touch up trim if needed.<input type="checkbox"/> Replace or clean the welcome mat.
<i>Entryway</i>	<ul style="list-style-type: none"><input type="checkbox"/> Make it inviting with a potted plant or tasteful decor.<input type="checkbox"/> Ensure the doorbell and outdoor lighting work properly.
<i>Outdoor Living Area</i>	<ul style="list-style-type: none"><input type="checkbox"/> Stage patios or decks with outdoor furniture and cushions.<input type="checkbox"/> Clean BBQ grills, and make sure pools or hot tubs are sparkling clean.

Photos & Showings:

<i>Photos & Showings</i>	<ul style="list-style-type: none"><input type="checkbox"/> Stage each room for photos—add fresh flowers or plants.<input type="checkbox"/> Adjust blinds and curtains to optimize natural light for photography.<input type="checkbox"/> Double-check lighting before showings.
<i>Security and Convenience</i>	<ul style="list-style-type: none"><input type="checkbox"/> Store valuables and sensitive documents securely.<input type="checkbox"/> Provide extra keys for the lockbox.
<i>Checklist for Leaving Before Showings</i>	<ul style="list-style-type: none"><input type="checkbox"/> Turn on all lights!<input type="checkbox"/> Open blinds and curtains.<input type="checkbox"/> Ensure beds are made and towels neatly folded.<input type="checkbox"/> Remove trash and hide pet items.<input type="checkbox"/> Play soft background music or leave out a light scent diffuser or candle.

High-quality photos are often a buyer's first impression, and a clean, well-staged home ensures the home stands out. During showings, a prepared home highlights its best features, helping buyers envision living there and increasing the chances of a faster, higher-value sale.