



Seller Prep & Pricing Checklist

Considering selling your property? Utilize this comprehensive checklist to effectively prepare your home, establish a strategic pricing approach, and attract qualified buyers. Thorough preparation enhances the likelihood of a swift and profitable sale.

1. Pre-Listing Preparation

✓	Deep clean the entire home (consider a professional service)
✓	Declutter each room — less is more
✓	Depersonalize: remove family photos & personal items
✓	Patch and paint walls in neutral tones
✓	Replace burnt-out bulbs and fix leaky faucets
✓	Shampoo carpets and polish hardwood floors
✓	Improve curb appeal: mow lawn, trim shrubs, fresh mulch
✓	Replace burnt-out bulbs and fix leaky faucets

2. Staging Essentials

✓	Define each room's purpose clearly (e.g. home office, guest room)
✓	Add fresh flowers or green plants
✓	Use mirrors to enhance light and space
✓	Keep countertops clear in kitchens and baths
✓	Set the dining table or create cozy seating areas

3. Smart Pricing Strategy

✓	Get a Comparative Market Analysis (CMA) from your real estate agent
✓	Consider recent neighborhood sales and current inventory
✓	Choose a price that attracts interest — not just what you 'want'
✓	Account for condition, upgrades, and market timing
✓	Avoid overpricing — the first 10 days are critical

4. Before Going Live

✓	Hire a professional real estate photographer
✓	Create a marketing plan (MLS, online, social media, signage)
✓	Collect warranties, manuals, and utility info
✓	Secure valuables and sensitive documents
✓	Confirm showing instructions and availability

💡 Bonus Tips for Success

- Price to create a bidding environment — not a stale listing.
- First impressions matter — your buyer decides in the first 8 seconds.
- Consider pre-listing inspections to catch surprises early.
- Be flexible with showings to maximize buyer traffic.