

# PRE

## *Listing Prep Guide*



FULL GUIDE ON MY WEBSITE! DM ME “*PRELISTINGGUIDE*”

Coulee Region, from the vibrant neighborhoods of La Crosse, Onalaska, and Holmen to the scenic communities throughout Trempealeau, Vernon, and Monroe Counties and across the river into southeastern Minnesota.

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## WHY PREPARATION MATTERS

Preparing your home for sale is about more than cleaning — it's about presentation, intention, and creating an emotional connection. This guide outlines thoughtful, high-impact steps that help your home photograph beautifully, show effortlessly, and attract strong offers.

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# FIRST IMPRESSIONS & DECLUTTERING

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## **The exterior sets expectations before a buyer ever steps inside.**

- Mow, edge, and trim landscaping
- Remove weeds and refresh mulch where needed
- Clean the front door, replace worn hardware if necessary
- Add a simple, welcoming touch (seasonal planter, neutral wreath)
- Power wash siding, sidewalks, and driveway if needed

*Goal: A clean, polished entrance that feels welcoming and well-maintained*

2

## **Less isn't empty — it's elevated.**

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*Tip: Buyers should notice the space, not the stuff*



# KEEPING IT WARM & SHOWING IT OFF

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## **We want buyers to envision themselves living here.**

- Remove personal photos and highly specific décor
- Keep neutral art and timeless accessories
- Aim for a calm, cohesive look throughout the home

*Think: Boutique hotel, not a blank canvas*

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## **A deep clean is non-negotiable and one of the highest ROI steps.**

- Professional deep clean recommended prior to photos
- Pay special attention to kitchens, bathrooms, windows, and baseboards
- Ensure floors, grout, and fixtures are spotless

*If it shines, it sells!*



# IMPACT WITH FLOW AND FUNCTION

5

## **Small changes can dramatically elevate perception.**

- Touch up paint in a soft, neutral palette
- Replace burnt-out bulbs with warm, consistent lighting
- Tighten loose hardware and doors
- Update dated cabinet pulls or switch plates if needed

*Focus on details buyers subconsciously notice*

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## **Every room should have a clear purpose.**

- Define spaces (especially bonus rooms or lower levels)
- Arrange furniture to highlight natural light and scale
- Keep bedrooms calm, layered, and inviting
- Bathrooms should feel spa-like and minimal

*If staging is recommended, it will be tailored to your home and market.*





# PREP TIME + FINAL TOUCHES

7

## **Presentation consistency is key.**

Before photos and every showing:

Open all blinds and curtains, turn on lights, clear sinks, counters, and showers. Put away pet items and daily clutter and set thermostat to a comfortable temperature

*We want your home to feel bright, fresh, and effortless*

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## **What to pack now (& thank yourself later)**

- Off-season clothing
- Excess kitchen items and small appliances
- Personal paperwork
- Extra décor and throw pillows

*This makes daily living easier once showings begin*



# TRUST

*the strategy*



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Everything recommended is intentional — designed to position your home competitively, highlight its strengths, and attract the right buyer at the right price.

I'm always happy to schedule a dedicated staging appointment or additional walkthroughs prior to going live. This allows us to fine-tune details, adjust furniture placement, and ensure your home is presented at its absolute best before hitting the market.