

PRE

Listing Prep Guide



EIGHT STEPS TO A MARKET-READY HOME

Serving the 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

1

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.

- Clear countertops, shelves, and tabletops down to a few curated pieces
- Pack away out-of-season items and anything not actively used
- Thin out closets so storage feels spacious, not crammed
- Clear hallways and entries of shoes, bags, and daily overflow

Tip: Buyers should notice the space, not the stuff



KEEPING IT WARM & SHOWING IT OFF

3

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

4

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

6

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

8

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.

