

Home Listing *Prep Checklist*

INITIAL ASSESSMENT

- ☐ Walk through the home as a buyer would
- ☐ Make a list of needed repairs or updates
- ☐ Schedule a walk-and-talk consultation
- ☐ Conduct a market analysis to guide improvement priorities

DEEP CLEANING

- ☐ Clean all floors, carpets, and rugs
- ☐ Wash windows (inside and out)
- ☐ Wipe down baseboards, doors, and trim
- ☐ Dust all surfaces, ceiling fans, and vents
- ☐ Clean kitchen appliances (*inside/out*)
- ☐ Scrub bathrooms - toilets, grout, showers

REPAIRS & MAINTENANCE

- ☐ Fix leaking faucets and running toilets
- ☐ Patch holes or cracks in walls
- ☐ Touch up paint or repaint in neutral tones
- ☐ Replace burnt-out bulbs and update light fixtures if needed
- ☐ Repair or replace broken hardware (*cabinet pulls, doorknobs*)
- ☐ Ensure all doors and windows open/close smoothly

DECLUTTERING & DEPERSONALIZING

- ☐ Remove personal photos and highly personal decor
- ☐ Clear countertops, shelves, and surfaces
- ☐ Reduce excess furniture to make rooms feel larger
- ☐ Organize closets and storage areas - aim for 30-50% empty



STAGING & STYLING

- ☐ Professionally stage key rooms (*living, kitchen, primary bedroom*)
- ☐ Use fresh, neutral linens and towels
- ☐ Add pops of color with pillows, flowers, or art
- ☐ Set dining table or bar with simple place settings
- ☐ Arrange outdoor furniture neatly

EXTERIOR CURB APPEAL

- ☐ Mow lawn, trim shrubs, and edge walkways
- ☐ Add fresh mulch and seasonal flowers
- ☐ Power wash siding, porches, and driveways
- ☐ Paint or touch up front door
- ☐ Replace or polish house numbers and mailbox
- ☐ Ensure porch light works and is clean

MARKETING PREPARATION

- ☐ Schedule professional photography & videography
- ☐ Include drone shots and twilight photos if appropriate
- ☐ Create floor plan and 3D tour (*if offered*)
- ☐ Prepare property description and marketing copy
- ☐ Collect list of upgrades and utility info for listing details

FINAL STEPS BEFORE LISTING

- ☐ Pre-inspection (*optional for strategic edge*)
- ☐ Clean home again before photos
- ☐ Final walkthrough to ensure everything is show-ready
- ☐ Set showing instructions and lockbox access
- ☐ Launch listing with coordinated marketing plan



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