

SELLING YOUR HOUSE FOR TOP DOLLAR



Prepping your house to go on
the market can feel like an
overwhelming task

Here are some checklists & tips
to make sure you get
as much money as possible

Cleaning Checklist

You can not overestimate the value of a good deep cleaning.

The first thing that turns most buyers off is a dirty house. It's more than sweeping up and making your beds: you need to touch every corner of your house (even those parts that you haven't cleaned since YOU moved in), if you want to get top dollar. An extremely clean house tells buyers "I took great care of this place" - and that's exactly what they want to hear.

Kitchen

- ☐ Sink
- ☐ Countertops
- ☐ Backsplash
- ☐ Pantry
- ☐ Stovetop
- ☐ Fridge (Interior & Exterior)
- ☐ Oven (Interior & Exterior)
- ☐ Cabinet Doors
- ☐ Floor/tile

Bathrooms

- ☐ Sink
- ☐ Countertops
- ☐ Backsplash
- ☐ Toilet (In & Around)
- ☐ Drawers
- ☐ Cabinet Doors
- ☐ Mirrors
- ☐ Hardware
- ☐ Shower/tub
- ☐ Floor/tile

Bedrooms

- ☐ Fan
- ☐ Floor

General

- ☐ Window Sills
- ☐ Blinds
- ☐ Baseboards
- ☐ Trim
- ☐ Doors
- ☐ Windows
- ☐ Flooring
- ☐ Dust Shelving
- ☐ Wipe down walls

Garage/Outside

- ☐ Sweep
- ☐ Trim bushes/shrubs/trees (ensure they aren't touching the house)
- ☐ Pull weeds
- ☐ Clean out gutters
- ☐ Hose off the exterior of your house
- ☐ Pressure wash outdoor concrete surfaces
- ☐ Windows

*a trusty Magic Eraser works WONDERS on wall marks, baseboards, doors, etc.
Test it on a small, inconspicuous place first though!



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The 3 D's



Declutter

I can't stress this enough: less is more! Aim to make each room look as spacious and open as possible. When it comes to big items like furniture, think of a hotel room. You have a bed, a dresser, an end table and one nice piece of artwork. That's it. If a buyer walks in and thinks "I can't fit my bed in here" or "where will my couch go?" You've lost them. The less things that are in there, the most open and accommodating it appears. So any unnecessary/bulky pieces? Go ahead and pack them up now. You also want to declutter all the little things. Make your spaces as tidy as possible (ie clear off small appliances from the counters, magnets & artwork taken down from the fridge, remove items from your bedside table and on top of your dresser, etc.)

Depersonalize

Neutral is the name of the game here! And this part can be really hard. The personal aspects are what make it "home"! But remember, we are trying to not make it feel like YOU anymore - we're trying to make it feel like home to the widest amount of potential buyers - and the best way to do that is via a blank slate. The most noticeable way that you can depersonalize is removing family photos. Put away frames that are on tables, dressers, etc., and take them down from the walls (and patch the holes, if possible!) Anytime that a potential buyer sees you in the house, they are pulled away from the daydream of making it theirs.

Disassociate

So you've taken down your personal items and all the "extras" are put away. Now walk through with buyer eyes. What would a buyer notice (both negative and positive)? What repairs/changes would you want made? What would be a turn off? Your real estate agent can be a great ally when it comes to this part. Ask them to do a walkthrough and see what catches their eye/should be fixed up prior to going on the market.



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Inexpensive Prep & Staging Tips

Here are some easy and inexpensive ways to spruce up your house and make it more appealing to potential buyers:

- Paint:
 - Touchup any knicks or marks on walls/baseboards
 - Fully-paint any "loud" or dated colors (my favorite neutral colors are: Swiss Coffee (BM), Alabaster (SW) and Repose Grey (SW))
- Replace burned out/mismatched lightbulbs
- Switch out any dated/cracked light switch and outlet covers to plain, white ones
- Switch out/update cabinet hardware
- Update lighting fixtures
- Anything a buyer would look at and think "I'm going to have to fix/replace that in the next year" - do it now!

Here are some easy and inexpensive ideas to stage your house:

- Outside: curb appeal is real and first impressions are everything. Get a new door mat and hang a simple wreath.
- Kitchen: bowls of fruit (fresh lemons or clementines); a bottle of wine and wine glasses next to a cookbook; bottles of San Pellegrino.
- Bedroom: replace worn/stained bedding with something solid and simple; add a few throw pillows or a simple throw blanket on the end of the bed; a stack of solid colored books and a small candle on the nightstand.
- Bathroom: get a fresh set of white towels for hanging; roll up hand towels and place them in a basket on the counter; add a couple different sized apothecary jars filled with cotton balls, loofahs, bath salts, etc.

General Notes:

- Keep decorations neutral (ie no loud holiday decor)
- Plants never disappoint, and either real/faux are fine. A large, potted plant could be a great addition in the corner of a room or a small plant is a great addition on the bathroom counter, or on kitchen/bedroom shelving.
- Remove pet belongings (kennels, food/water, toys, cat trees, etc.)



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