

THE ULTIMATE GUIDE TO PREPARING  
YOUR HOME FOR THE MARKET



# Get Ready to Sell!

Redboxrealty.com





## *A Letter from our CEO*

Buying or selling a home is one of the biggest decisions you'll ever make. At Red Box Realty, we understand how personal this process is. Your home holds memories, laughter, and love—and we're honored to help you take the next step.

Take your time with this guide. Let it be your resource, your checklist, and your comfort.

Thank you for choosing Red Box Realty. Let's get to work!

— Mike Graham, CEO

# What can I expect during the process?

- Preparation

Use this guide to get your home show-ready.

- Listing

Your Red Box agent will list your home on top platforms to maximize visibility.

- Showings

We'll help you prep your home so it shines in every showing.

- Offers and Negotiations

Review, counter, or accept offers. Your agent will guide every step.

- Closing

Time to sign, celebrate, and hand over the keys. You did it!

# Exterior

## **Make a lasting first impression.**

The outside of your home is the first thing potential buyers see, so it's essential to make a great impression. Even small improvements can make a big difference. A well-maintained exterior signals to buyers that the home has been well cared for and is worth a closer look.





**Here are a few key ways to enhance your home's curb appeal:**



- Place garbage cans out of sight
- Sweep and clean the driveway
- Pressure wash walkways, porches, and siding
- Inspect the roof and replace any missing shingles
- Prune trees and shrubs, mow the lawn, and apply fresh mulch
- Clean and unclog gutters
- Repaint trim, shutters, or the front door if they look faded or chipped
- Wash exterior windows until they shine
- Fix broken fence panels and ensure gates close properly
- Store away clutter like garden tools, toys, or unused vehicles
- Arrange patio furniture to create a welcoming outdoor space
- If you have a pool, clean and balance the water for a pristine look





Buyers want to envision themselves living in your home. A clean, clutter-free, and well-lit interior creates an inviting space that helps them do just that. Focus on neutralizing the home and allowing each room's purpose to shine.

## **Key interior preparation tasks include:**

- Declutter surfaces, closets, and storage areas
- Deep clean all rooms, including baseboards and vents
- Remove most personal photos and decor
- Repaint in light, neutral tones if needed
- Open blinds and curtains to maximize natural light
- Replace burned-out bulbs with warm lighting
- Eliminate odors with carpet cleaning or air fresheners

# Make the kitchen the main stage

**A clean, fresh kitchen makes a big impact on buyers. Even minor updates can boost appeal.**

- Clear countertops and remove clutter
- Deep clean surfaces, appliances, and inside cabinets
- Organize pantry, drawers, and under the sink
- Refresh cabinet hardware or paint if needed
- Take out the trash and eliminate odors



# Special Features



**If your home has standout features, highlight them! These details can be the deciding factor for buyers.**



- Fireplace? Turn it on during showings to create a cozy atmosphere.
- Home office? Keep it tidy and tech-friendly.
- Finished basement? Stage it as a second living area or rec room.
- Smart home upgrades? Make sure they're working and easy to demonstrate.
- Outdoor living spaces? Set the scene with clean furniture and lighting.



# Showing Tips and Tricks

When it's time to show your home, small touches can make a big impact. Creating a clean, welcoming, and neutral environment helps buyers imagine themselves living there—and can lead to stronger offers. On the next page, you'll find a list of simple, effective tips to help you prepare your home for every showing.



## Light It Up

- Buyers are drawn to bright, airy spaces. Natural light and warm interior lighting make rooms feel bigger, cleaner, and more welcoming.




## Declutter, Depersonalize, and Deep Clean

- Buyers need to imagine themselves living in your home. Clutter, personal items, and dirt make that harder. Clear out excess stuff, put away family photos, and give every space a deep clean. A spotless, neutral home feels well-cared-for and helps buyers connect emotionally.



# WHY WORK WITH A RED BOX REALTOR®?

1. Expert guidance
2. Objective advice
3. Broader home search
4. Skilled negotiation
5. Up-to-date market insights
6. Emotional support
7. Ethical service

 Learn more: [NAR - What is a REALTOR®](#)

## REALTOR FAQ

What is a REALTOR®?

A licensed real estate professional who is a member of the National Association of REALTORS® and abides by a strict Code of Ethics.

What is NAR?

The National Association of REALTORS® is America's largest trade association, representing 1.5 million+ professionals in residential and commercial real estate.

 Visit: [www.nar.realtor](#)

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FROM FOR SALE TO SOLD -  
RED BOX REALTY IS WITH YOU  
EVERY STEP OF THE WAY.



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