

Home Prep Checklist

Let's get photo ready!



Why should you prep your home to sell?

- The National Association of Realtors (NAR) survey found that the longer homes stay on the market, the further their price drops. Once staged, homes spend an average of 73% less time on the market.
- When staging a home, 29 percent of sellers' agents reported an increase of one percent to five percent of the dollar value offered by buyers, in comparison to similar homes.
- Twenty-one percent of respondents stated that staging a home increased the dollar value of the home between six and 10 percent.
- Thirty-nine percent of sellers' agents stated that staging a home greatly decreases the amount of time the home is on the market. The most common home improvement items agents recommended to sellers were decluttering the home (93 percent), entire home cleaning (89 percent), carpet cleaning (81 percent), and removing pets during showings (80 percent).

Home Prep works because...

- Buyers are unimaginative – they need you to show them how the house can function for them. Rooms must have a clearly defined purpose.
- Buyers are busy – the majority don't have the time to tackle large repairs or updates, so will be put off by homes that need a lot of work. They're paying a lot and expect a lot for their money – if they spot any red flags (uncompleted tasks) they will most likely move on to another home or ask for a price reduction. Either way, slowing down the selling process.
- Buyers are buying a dream – they want to feel as though they are moving into their new home, not your old home and lifestyle. They need to be able to imagine them and their things in the home.



General Guidelines

- Declutter all areas as much as possible. Make every surface shine, from ceiling fans to baseboards. Eliminate half of your belongings - clutter can cost you a sale.
- Rearrange furniture to make rooms appear as large as possible.
- We do not typically photograph inside closets or garages, so feel free to hide any clutter or bulky items in those areas.
- If you're planning to be home during our visit, please turn on all lights, open blinds and turn off ceiling fans.
- We are constantly moving and looking for the best angles while photographing your home, so waiting until we arrive to move things out of the way doesn't work well.
- Hide pets and pet items such as food bowls, beds, and toys.
- Let us work our magic! We work best when we're allowed to freely flow through your home without distractions from kids, pets, guests, etc.



Exteriors

- Trim Grass and bushes.
- Clear grass clippings and debris from drive and walkways.
- Hide garbage cans and yard waste containers from view.
- Remove cars from drive and close garage doors.
- Remove kid toys and pet toys.
- Power wash the exterior of the home.
- Clean rain gutters as well as outside windows and screens.
- Make sure the front door is inviting. Paint it if needed.
- Replace any outdated exterior lighting fixtures.
- Buy new house numbers if the old ones are dated or faded.
- Buy a new welcome mat.



Living Areas

- Declutter as much as possible. Rent a storage unit, place inside the garage or storage room (we will not photograph inside those areas.)
- Replace or remove large family photos.
- Arrange furniture to showcase the size of the room.
- Clear coffee tables and end tables of personal items.
- Replace heavy window treatments with something to let more light in - the more light the better!



Kitchen

- Clear the countertops. A few items are fine, but the more counter space we can show in a photo, the more open and inviting your kitchen will look.
- Clear the exterior of the refrigerator completely. All magnets, and even the kids art ;)
- Empty sink.
- Hide trash cans.
- Clean, clean, clean.



Dining Room

- Reduce dining table size, if possible, to open up the space of the room. Take the leaf out if being used. This is based on the size of the room - use judgement.
- Place a small, elegant center piece on dining table. Less is more.
- Remove excess furniture such as extra chairs to enhance space and walk-ability.



Bedrooms

- Make beds. Neutral linens work best with throw pillows. It makes the room look inviting.
- Remove laundry and hampers from view.
- Remove all personal items from view.
- Limit number of items on nightstands and dressers.
- Take out larger pieces of furniture if a smaller bedroom. Example: Armoires, chairs, etc.



Bathrooms

- Remove personal products from view such as shampoo, deodorant, tooth brush holder, etc.
- Conceal items such as hair dryers and curling irons, especially their chords.
- Remove trash cans from view.
- Consider adding a small, tasteful accent around tubs such as candles or a small plant.
- Make sure accent/hand towels are clean and, folded and organized. White towels look the best!



Why home prep is important...

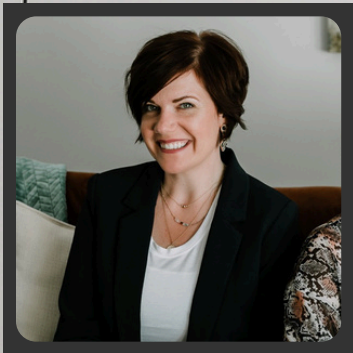
Every seller wants their home to sell quickly for a large profit, but it takes more than luck to make this happen. It involves careful planning and knowing how to professionally prepare your home to convince buyers to pull out their checkbooks.

Buyers are unimaginative – they need you to show them how the house can function for them. Rooms must have a clearly defined purpose.

Buyers are busy – the majority don't have the time to tackle large repairs or updates, so will be put off by homes that need a lot of work. They're paying a lot and expect a lot for their money – if they spot any red flags (uncompleted tasks) they will most likely move on to another home or ask for a price reduction. Either way, slowing down the selling process.

Buyers are buying a dream – they want to feel as though they are moving into their new home, not your old home and lifestyle. They need to be able to imagine them and their things in the home.





Melissa Lockwood

Jamie Graff




Design Eyes