

Interactive virtual tours are now included on EVERY listing.

HOME

FOR BUYING

FOR SELLING

FOR LIFE

ENGAGE



Revolution

Property Consulting Group

Guide to Prep

Marketing is the art of controlling perception to cause an increase in value for the buyer. Our methods will highlight every feature but buyers are going to visit in person. Following this guide can help back up our marketing and increase the value of your home.

something is always an improvement

This guide is broken into two sections. The first is "commonly overlooked value adds". These items are often unnoticed by homeowners & are easy & inexpensive to correct.

Start there, they add value.

For "additional added value by location" move on to the second checklist.

commonly overlooked value adds



clean & replace as needed

- light switch covers
- fireplace
- lightbulbs
- front door
- carpets
- blinds
- doors & door knobs
- touch up interior/exterior paint
- HVAC Vents

dust it all

- walls/ceilings
- blinds
- baseboards
- windows
- **cold air return**
- **ceiling fans**
- **bathroom vent fans**

make it inviting

- rearrange/minimize furniture to maximize visual floor space
- pack up knick-knacks & figurines
- prune houseplants
- reduce books on bookshelves with a focus on space & decoration
- reduce personal family photos & artwork
- add lamps to increase light
- ask for an impartial "smell test"
 - resolve odors with deep cleans & essential oil diffusers, avoid scented candles, sprays & plug in air fresheners

pro tip

Go for clean flat surfaces. If the surface is flat do everything you can to make it clean & empty.

Less is more.

additional added value by location

common spaces



living & family rooms

- keep tables clear
- minimize furniture
- toys out of sight
- add throw pillows to soften

dining room

- keep dining table clear except one centerpiece
- remove extra chairs
- remove table leaves
- max 4-6 chairs around table

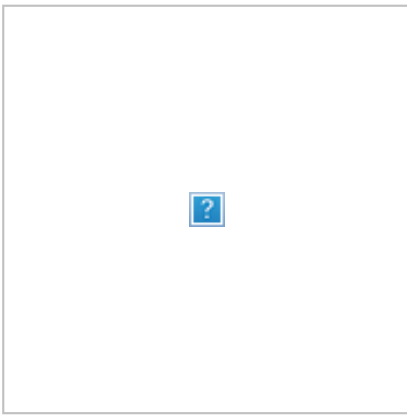
kitchen

- clear as many items as you possibly can from countertops
- clean tile grout from backsplash
- clean stove, oven & microwave
- pull magnets & messages from the fridge
- keep mops & brooms put away
- empty the garbage before each showing
- remove pet food & water dishes before each showing
- minimize & organize pantry items to make it look larger
- box up any dishes & cooking supplies you dont absolutely need
- scrub & polish the kitchen sink

laundry

- keep soap & supplies out of view
- nothing on top of washing machines
- maximize wattage of bulbs to brighten
- zero clothing, clean or dirty

personal spaces



bedrooms

- make beds daily
- clear off dressers, bedside table, any flat surface
- keep personal items (especially valuables & medications) in a drawer
- limit closets to 7 days of clothing if possible to make them look larger
- keep closet doors closed for showings

bathrooms

- clear & clean flat surfaces
- display a single bottle of hand soap
- add a brand new hand towel
- fold towels into thirds on towel racks
- remove anything not needed daily from showers/tubs
- clean or replace shower curtain (especially plastic curtain liner)
- clean mold areas ([try this from Amazon](#), it is awesome)
- remove cloth toilet seat covers and keep lids closed

offices

- remove any clutter from flat surfaces, computer & keyboard only
- clean up "rat's nests" of random cables & chargers
- turn off computer before every showing
- put away mail or personal documents

other spaces



exterior

- clean/ repaint the front door, it's the first thing buyer's touch
- sweep sidewalks & porches
- pressure wash concrete (and the house if dingy)
- re-stain the deck if needed
- wash windows inside & out
- minimize outdoor furniture & arrange to show use of space

yard

- prune bushes & plants to look healthy & not in contact with home
- trim back anything blocking a window
- weed all planting areas
- apply a fresh coat of mulch to increase contrast
- keep the lawn freshly mowed, edged & fertilized
- remove any dead plants/ trees
- add a few fresh flowers with a spot of color

garage

- clean & sweep the garage
- organize storage
- pack anything you can live without

NOTE: buyer's are historically understanding of garage spaces, giving up one car of space with packed boxes stacked in an orderly fashion does not bother typical buyers, but the key is orderly

relax about it

Don't feel overwhelmed. This is a large list & if you can't check off every item it will be ok.

You'll be surprised at how quickly items get done once you get started & pleased with the return on investment your efforts bring, but regardless of how much you get done, remember,

something is always an improvement

BACK TO "FOR SELLING"

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Files coming
soon.



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