

THINK MINNESOTA REALTY



The Market Ready *HOME*

A ROOM-BY-ROOM PRE-LISTING PREPARATION GUIDE

BETH JORGES – THINK MINNESOTA REALTY

REALTOR®



Welcome

Congratulations on taking the first step toward selling your home! Preparing your home for the market is one of the most important parts of the process, and one of the most overlooked. Many homeowners think listing simply means snapping photos and putting up a sign, but in reality, the homes that sell fastest and for the strongest offers are the ones that are thoughtfully prepared before they ever hit the market. This checklist is based on proven preparation strategies used by top-performing agents and professional home stagers.

Buyers don't just purchase square footage, they purchase a feeling. Within moments of walking through the door, they start forming impressions about how well a home has been cared for and whether they can picture themselves living there. Preparation is what shapes that experience.

This guide walks you through exactly how to get your home ready the right way, step by step, room by room, using the same approach real estate professionals and stagers use. Follow it from start to finish, and you'll be confidently prepared for photos, showings, and a successful market debut.

THINK MINNESOTA REALTY - BETH JORGES



HOW TO USE THIS GUIDE?

COMPLETE EACH ROOM IN THIS ORDER:

1. DECLUTTER

2. REPAIR

3. CLEAN

4. NEUTRALIZE

5. STAGE

Why order matters:

If you stage first, clutter stands out. If you clean before repairing, dust returns. If you don't declutter first, nothing else works. Professional stagers always follow this system because buyers subconsciously notice imbalance immediately. Complete rooms in this order for best results. Buyers don't just see your home — they analyze it.



WHAT BUYERS ACTUALLY NOTICE

BUYERS DON'T JUST SEE YOUR HOME. THEY ANALYZE IT.
BUYERS MAY NOT SAY IT OUT LOUD, BUT THEY ALWAYS NOTICE:

- SMELL
- LIGHTING BRIGHTNESS
- FLOORING WEAR
- GROUT COLOR
- CABINET ALIGNMENT
- STAINS
- LANDSCAPING
- STORAGE SPACE
- BASEBOARDS
- WINDOWS

THEY ARE SILENTLY ASKING:

“How well
has this
home been
cared for?”

VISIBLE SMALL ISSUES SIGNAL
POSSIBLE HIDDEN PROBLEMS.

WHAT TO FIX VS. WHAT NOT TO WORRY ABOUT



ALWAYS FIX

- Dripping faucets
- Chipped paint
- Cracked caulk
- Broken blinds
- Loose handles
- Squeaky hinges
- Burnt bulbs

Why:
Small defects create doubt.

LOW PRIORITY FIXES

- Older but working appliances
 - Minor wall hairline cracks
 - Cosmetic driveway cracks
 - Dated tile (if clean)
 - Lightly worn carpet
 - Older cabinet finishes

Why:
Buyers expect cosmetic aging.
They don't expect neglect.

♦ PRO TIP ♦

DEFERRED MAINTENANCE CREATES BUYER HESITATION.
SMALL REPAIRS BUILD BUYER CONFIDENCE.



LIGHTING STRATEGY

REPLACE ALL BULBS WITH:

- Soft white LED - 3000K
- Do not mix tones.

TURN ON:

- Overhead lights
 - Lamps
- Accent lighting

WHY THIS MATTERS:

Bright homes feel cleaner, newer, and larger.

01

EXTERIOR FIRST

Buyers form their first impression within seconds of arrival.

STEP 1: DECLUTTER

- ☐ YARD TOOLS
- ☐ TOYS
- ☐ EXTRA POTS
- ☐ SEASONAL DECOR
- ☐ HOSES

STEP 3: CLEAN

- ☐ POWER WASH
- ☐ DRIVEWAY
- ☐ SWEEP PORCH
- ☐ WASH DOOR
- ☐ CLEAN GLASS

STEP 2: REPAIR

- ☐ LOOSE RAILINGS
- ☐ BROKEN LIGHTS
- ☐ MAILBOX ISSUES
- ☐ TRIM CRACKS

STEP 4: NEUTRALIZE

- ☐ TOUCH UP PAINT
- ☐ REPLACE DATED FIXTURES
- ☐ UPDATE HOUSE NUMBERS IF WORN

Don't Stress Over:

Minor concrete cracks, faded driveways, or small siding flaws. Prioritize cleanliness and maintenance, as a clean exterior is more important than a flawless one.

STAGING IDEAS

- TWO MATCHING PLANTERS
- FRESH NEUTRAL DOORMAT
- SIMPLE LANTERN



02

Lawn + Landscaping

- MOW 24–48 HRS BEFORE SHOWINGS
- EDGE SIDEWALKS + DRIVEWAY
- REMOVE WEEDS
- TRIM BUSHES BELOW WINDOWS
- ADD FRESH DARK MULCH

◆PRO TIP◆

Maintained landscaping signals overall home maintenance. Fresh mulch and edging alone can dramatically increase perceived value.

PET PREPARATION

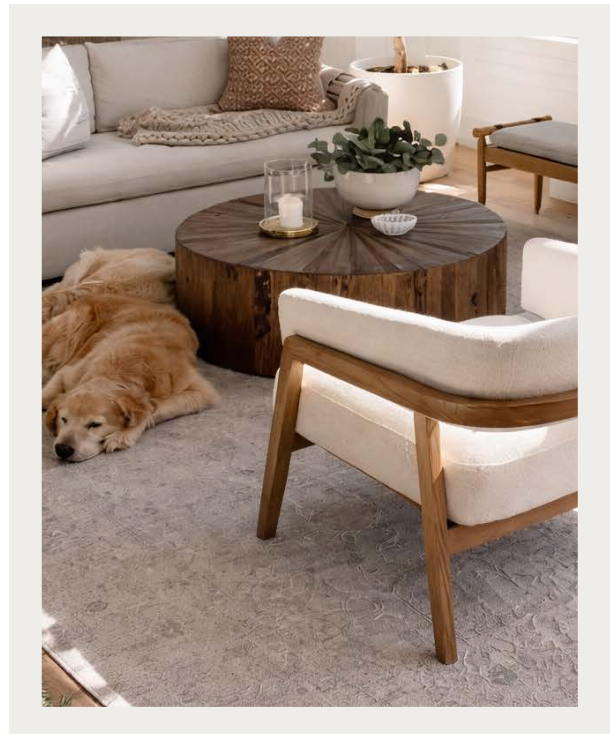
We love our pets - and many buyers do too, but not everyone is comfortable around animals. Even pet lovers can feel a quick moment of hesitation when they see or smell evidence of animals. To keep the focus on your home, remove pet items before showings and make sure surfaces, floors, and fabrics are free of hair and odors.

REMOVE BEFORE SHOWINGS:

- ☐ LITTER BOXES
- ☐ BOWLS
- ☐ BEDS
- ☐ TOYS

DEEP CLEAN:

- ☐ CARPETS
- ☐ BASEBOARDS
- ☐ SCRATCHED DOOWAYS



04

ENTRYWAY

STEP 1: DECLUTTER

- ☐ REMOVE SHOES AND FLOOR BASKETS
- ☐ CLEAR COAT RACKS AND WALL HOOKS
- ☐ ELIMINATE MAIL PILES
- ☐ REMOVE RANDOM DROP-ZONE ITEMS

STEP 2: REPAIR

- ☐ REPLACE BURNT-OUT LIGHT BULBS
- ☐ TIGHTEN LOOSE HANDLES OR HARDWARE
- ☐ TOUCH UP SCUFFED TRIM OR DOORS

STEP 3: CLEAN

- ☐ WIPE DOWN FRONT DOOR (INSIDE + OUT)
- ☐ CLEAN GLASS AND HARDWARE
- ☐ MOP OR VACUUM FLOORS THOROUGHLY
- ☐ DUST BASEBOARDS AND CORNERS

STEP 4: NEUTRALIZE

- ☐ REMOVE BOLD SEASONAL DÉCOR
- ☐ CLEAR BUSY SIGNAGE OR PERSONAL ITEMS
- ☐ KEEP COLOR PALETTE SIMPLE AND LIGHT



STAGING IDEAS

- ADD A SLIM ENTRY TABLE (IF SPACE ALLOWS)
- HANG A SIMPLE MIRROR TO REFLECT LIGHT
- PLACE A SOFT-GLOW LAMP FOR WARMTH
- ADD ONE FRESH PLANT OR GREENERY



05

LIVING AREAS

STEP 1: DECLUTTER

- ☐ REMOVE EXTRA CHAIRS & FURNITURE
- ☐ REMOVE PERSONAL PHOTOS
- ☐ CLEAR SHELVES HALFWAY

STEP 2: REPAIR

- ☐ PATCH NAIL HOLES
- ☐ FIX BLINDS

STEP 3: CLEAN

- ☐ VACUUM UPHOLSTERY
- ☐ DUST CEILING FANS
- ☐ CLEAN WINDOWS

STEP 3: CLEAN (CONTINUED)

- ☐ WIPE BASEBOARDS
- ☐ DUST SHELVES & DECOR
- ☐ CLEAN LIGHT SWITCHES & OUTLET COVERS
- ☐ POLISH WOOD FURNITURE
- ☐ VACUUM RUG
- ☐ SPOT CLEAN STAINS

STEP 4: NEUTRALIZE

- ☐ REMOVE BOLD DECOR
- ☐ REPLACE BRIGHT THROWS



STAGING IDEAS

ADD:

- Neutral rug
- Throw blanket
- Tray + books + greenery
- Floor lamp

◆ PRO TIP ◆

Less furniture makes rooms appear larger.



06

KITCHEN

STEP 1: DECLUTTER

- ☐ CLEAR COUNTERTOPS
- ☐ REMOVE MAGNETS
- ☐ ORGANIZE PANTRY

STEP 2: REPAIR

- ☐ FIX DRIPPING FAUCET
- ☐ TIGHTEN HANDLES
- ☐ RECAULK IF NEEDED

STEP 3: CLEAN

- ☐ DEGREASE HOOD
- ☐ CLEAN GROUT
- ☐ WIPE CABINETS
- ☐ DEEP CLEAN FLOORS
- ☐ POLISH APPLIANCES

STEP 3: CLEAN (CONTINUED)

- ☐ CLEAN SINK + FAUCET BASE
- ☐ REMOVE HARD WATER SPOTS
- ☐ CLEAN APPLIANCES
- ☐ WIPE INSIDE MICROWAVE
- ☐ CLEAN DISHWASHER
- ☐ CLEAN TRASH CAN EXTERIOR
- ☐ SANITIZE COUNTERTOPS
- ☐ CLEAN OUT REFRIGERATOR

STEP 4: NEUTRALIZE

- ☐ REPLACE DATED HARDWARE
- ☐ REMOVE BRIGHT TOWELS

◆ PRO TIP ◆

Kitchens are the most closely inspected room.



STAGING IDEAS

- CUTTING BOARD
- BOWL OF FRUIT
- NEUTRAL PLANT IN VASE
- NEUTRAL TOWEL

Don't Stress Over:

Outdated cabinets or countertops. Clean, functional, and well-maintained cabinets or countertops are more important.



DECLUTTER → REPAIR → CLEAN → NEUTRALIZE

07

DINING AREA

STEP 1: DECLUTTER

- ☐ REMOVE EXTRA TABLE LEAVES
- ☐ CLEAR OFF NON-ESSENTIAL ITEMS
- ☐ REMOVE EXTRA CHAIRS IF SPACE IS TIGHT

STEP 2: REPAIR

- ☐ TIGHTEN LOOSE CHAIR LEGS
- ☐ TIGHTEN TABLE HARDWARE
- ☐ FIX WOBBLY TABLE BASES
- ☐ REPLACE BURNT-OUT BULBS
- ☐ TOUCH UP WALL SCUFFS OR PAINT CHIPS

STEP 3: CLEAN

- ☐ CLEAN LIGHT FIXTURE
- ☐ WIPE DOWN CHAIRS & TABLE SURFACES
- ☐ VACUUM OR MOP FLOORS
- ☐ CLEAN BASEBOARDS
- ☐ WIPE TRIM + MOLDING
- ☐ CLEAN WINDOWS + TRACKS
- ☐ CLEAN LIGHT SWITCHES + OUTLETS

STEP 4: NEUTRALIZE

- ☐ REMOVE BOLD DECOR
- ☐ REPLACE BRIGHT THROWS



STAGING IDEAS

- NEUTRAL RUNNER
- SIMPLE CENTERPIECE

08

PRIMARY BEDROOM

STEP 1: DECLUTTER

- ☐ PERSONAL PHOTOS
- ☐ VISIBLE JEWELRY + MEDICATIONS
- ☐ EXCESS FURNITURE
- ☐ PILES OF BOOKS OR PAPERWORK
- ☐ VISIBLE CORDS OR CHARGERS
- ☐ REMOVE UNUSED CLOTHING FROM CLOSET
- ☐ CLEAR THE CLOSET FLOOR

STEP 2: REPAIR

- ☐ PATCH NAIL HOLES
- ☐ TOUCH UP SCUFFED BASEBOARDS
- ☐ TIGHTEN LOOSE DRAWER PULLS
- ☐ FIX SQUEAKY DOORS
- ☐ REPLACE BROKEN BLINDS
- ☐ ENSURE ALL BULBS ARE WORKING

STEP 3: CLEAN

- ☐ VACUUM FLOORS & DUST CEILING FAN & FIXTURES
- ☐ CLEAN WINDOWS INSIDE AND OUT
- ☐ WIPE BASEBOARDS + CLEAN AIR VENTS
- ☐ WASH BEDDING AND PILLOW COVERS
- ☐ REMOVE DUST FROM HEADBOARD

STEP 4: NEUTRALIZE

- ☐ REPLACE BOLD OR PATTERNED BEDDING
- ☐ REMOVE HEAVY DRAPES IF THEY BLOCK LIGHT
- ☐ SIMPLIFY WALL DÉCOR



STAGING IDEAS

- WHITE OR IVORY BEDDING
- 2-3 LAYERED PILLOWS PER SIDE
- MATCHING LAMPS ON BOTH NIGHTSTANDS
- ONE SMALL PLANT OR SIMPLE GREENERY
- A FOLDED THROW AT THE END OF THE BED
- ONE SIMPLE PIECE OF ART ABOVE THE BED (IF NEEDED)

Don't Stress Over:

You don't need new furniture, designer bedding, or a perfectly styled bedroom. Buyers care far more about cleanliness, space, and lighting than brand-new décor. A simple, neutral, well-kept room always makes a stronger impression than an overly styled one.

09

SECONDARY BEDROOMS

STEP 1: DECLUTTER

- ☐ EXCESS TOYS OR ITEMS ON THE FLOOR
- ☐ BULKY OR UNNECESSARY FURNITURE
- ☐ POSTERS OR HIGHLY PERSONAL DÉCOR
- ☐ CLUTTER FROM DESKS AND DRESSERS
- ☐ CLEAR UNUSED ITEMS FROM CLOSET

STEP 2: REPAIR

- ☐ PATCH NAIL HOLES
- ☐ TOUCH UP PAINT
- ☐ FIX CLOSET DOORS
- ☐ TIGHTEN HARDWARE
- ☐ REPLACE BROKEN BLINDS
- ☐ CHECK SWITCHES AND OUTLETS

STEP 3: CLEAN

- ☐ VACUUM CORNERS AND EDGES
- ☐ WIPE BASEBOARDS
- ☐ CLEAN WINDOWS
- ☐ DUST LIGHT FIXTURES AND FANS
- ☐ WIPE CLOSET SHELVES
- ☐ CLEAN MIRRORS
- ☐ WIPE & CLEAN TRIM AND DOORS

STEP 4: NEUTRALIZE

- ☐ REPLACE BOLD BEDDING
- ☐ REMOVE BRIGHT OR BUSY RUGS
- ☐ SIMPLIFY WALL DÉCOR
- ☐ STICK TO LIGHT, NEUTRAL TONES



STAGING IDEAS

Choose one clear purpose for bedroom: bedroom, office or nursery

Add:

- Simple bedding
- A few small accessories
- Minimal wall art

♦ PRO TIP ♦

Simple always looks bigger. Buyers judge size by visible space, not measurements

Don't Stress Over:

Secondary bedrooms don't need to be large; they should feel open, clean, and easy to understand. Clutter removal generally makes the room feel bigger.



10

BATHROOMS

STEP 1: DECLUTTER

- ☐ CLEAR COUNTERTOPS
- ☐ REMOVE PERSONAL ITEMS
- ☐ STORE MEDICATION + RAZORS
- ☐ REMOVE EXTRA RUGS
- ☐ REMOVE LAUNDRY BASKETS
- ☐ REMOVE EXTRA ROBES + TOWELS

STEP 2: REPAIR

- ☐ FIX DRIPPING FAUCETS
- ☐ REPLACE CRACKED CAULK
- ☐ TIGHTEN LOOSE TOWEL BARS
- ☐ REPLACE BURNT BULBS
- ☐ REPAIR RUNNING TOILET
- ☐ TOUCH UP CHIPPED PAINT

STEP 3: CLEAN

- ☐ SCRUB SHOWER + TUB WALLS
- ☐ CLEAN GROUT + TILE LINES
- ☐ POLISH FIXTURES + HANDLES

STEP 3: CLEAN (CONTINUED)

- ☐ CLEAN MIRRORS STREAK-FREE
- ☐ SANITIZE SINK + FAUCET BASE
- ☐ DISINFECT TOILET
- ☐ WIPE CABINETS + HANDLES
- ☐ MOP FLOORS
- ☐ CLEAN BASEBOARDS
- ☐ REMOVE HARD WATER SPOTS
- ☐ WASH SHOWER CURTAIN OR GLASS
- ☐ CLEAN VENTS

STEP 4: NEUTRALIZE

- ☐ REMOVE BRIGHT TOWELS
- ☐ REMOVE BOLD BATH MATS
- ☐ REMOVE BUSY SHOWER CURTAINS
- ☐ STORE PERSONAL DÉCOR
- ☐ KEEP COLOR PALETTE NEUTRAL



STAGING IDEAS

ADD:

- FRESH WHITE FOLDED TOWELS
- PLACE SMALL PLANT OR GREENERY
- ADD SIMPLE SOAP DISPENSER
- USE MINIMAL TRAY WITH 1-2 SPA ITEMS
- HANG NEUTRAL HAND TOWEL NEATLY
- ADD SUBTLE CANDLE (UNLIT)

Don't Stress Over:

Outdated tile. What matters most is cleanliness and maintenance. A spotless bathroom always shows better than a remodeled one that isn't clean.

LAUNDRY ROOM

STEP 1: DECLUTTER

- ☐ REMOVE EXTRA DETERGENT BOTTLES
- ☐ CLEAR COUNTERTOPS + SHELVES
- ☐ STORE LOOSE CLEANING SUPPLIES
- ☐ HIDE LAUNDRY PILES + BASKETS
- ☐ REMOVE MISMATCHED HANGERS

STEP 2: REPAIR

- ☐ REPLACE BURNT BULBS
- ☐ FIX SQUEAKY OR LOOSE DOORS
- ☐ TIGHTEN CABINET HARDWARE
- ☐ REPAIR CRACKED CAULK AROUND SINK
- ☐ CHECK WASHER HOSES FOR LEAKS

STEP 3: CLEAN

- ☐ WIPE WASHER + DRYER EXTERIOR
- ☐ CLEAN LINT TRAP + SURROUNDING AREA
- ☐ MOP FLOORS THOROUGHLY
- ☐ DUST SHELVES + CORNERS
- ☐ CLEAN BASEBOARDS
- ☐ WIPE CABINET FRONTS + HANDLES
- ☐ REMOVE DETERGENT RESIDUE
- ☐ DUST VENTS + RETURNS

STEP 4: NEUTRALIZE

- ☐ REMOVE EXTRA BASKETS OR BINS
- ☐ STORE PERSONAL LAUNDRY PRODUCTS
- ☐ KEEP SHELVES MINIMALLY STYLED



STAGING IDEAS

- ADD MATCHING STORAGE BINS
- PLACE FOLDED WHITE TOWELS
- ADD SMALL PLANT OR GREENERY
- USE SIMPLE TRAY WITH DETERGENT + JAR





DECLUTTER → REPAIR → CLEAN → NEUTRALIZE

12

GARAGE

STEP 1: DECLUTTER

- ☐ REMOVE UNUSED BOXES + STORAGE
- ☐ CLEAR FLOOR SPACE IF POSSIBLE
- ☐ STORE TOOLS AWAY
- ☐ REMOVE TRASH + LOOSE DEBRIS
- ☐ CONSOLIDATE SEASONAL ITEMS
- ☐ RELOCATE BULKY ITEMS

STEP 2: REPAIR

- ☐ REPLACE BURNT-OUT BULBS
- ☐ TIGHTEN LOOSE SHELVEING
- ☐ FIX GARAGE DOOR SQUEAKS
- ☐ REPAIR CRACKED DRYWALL OR HOLES
- ☐ TOUCH UP CHIPPED PAINT
- ☐ CHECK DOOR FUNCTIONS + SENSORS

STEP 3: CLEAN

- ☐ SWEEP FLOORS THOROUGHLY
- ☐ REMOVE COBWEBS
- ☐ WIPE SHELVES + STORAGE BINS
- ☐ CLEAN GARAGE DOOR INTERIOR
- ☐ DUST LIGHT FIXTURES
- ☐ CLEAN WINDOWS IF PRESENT
- ☐ BLOW OUT LEAVES OR DIRT
- ☐ REMOVE OIL STAINS IF POSSIBLE
- ☐ WIPE HANDLES + SWITCHES

STEP 4: NEUTRALIZE

- ☐ REMOVE BOLD SIGNAGE OR POSTERS
- ☐ STORE PERSONAL HOBBY ITEMS
- ☐ HIDE CLUTTERED STORAGE LABELS
- ☐ KEEP VISUAL NOISE MINIMAL

STAGING IDEAS

- LINE BINS NEATLY ALONG WALL
- LEAVE CENTER FLOOR OPEN
- HANG TOOLS NEATLY ON HOOKS OR RACK
- PLACE ONE SIMPLE UTILITY MAT IF NEEDED

13

BACKYARD

STEP 1: DECLUTTER

- ☐ TOYS, SPORTS GEAR, AND PET ITEMS
- ☐ YARD TOOLS OR EQUIPMENT
- ☐ BROKEN POTS OR EMPTY PLANTERS
- ☐ EXCESS FURNITURE

STEP 2: REPAIR

- ☐ FIX LOOSE FENCE BOARDS OR GATES
- ☐ TIGHTEN RAILINGS OR DECK BOARDS
- ☐ REPLACE BROKEN LIGHT FIXTURES
- ☐ REPAIR CRACKED PLANTERS
- ☐ SECURE STEPPING STONES
- ☐ PATCH VISIBLE LAWN HOLES

◆ PRO TIP ◆

Repairs signal overall home maintenance to buyers.

STEP 3: CLEAN

- ☐ MOW LAWN
- ☐ EDGE SIDEWALKS AND BORDERS
- ☐ BLOW LEAVES AND DEBRIS
- ☐ POWER WASH PATIO OR DECK
- ☐ WIPE OUTDOOR FURNITURE
- ☐ CLEAN SLIDING DOORS AND WINDOWS

STEP 4: NEUTRALIZE

- ☐ REMOVE SEASONAL DÉCOR
- ☐ SIMPLIFY PATIO ACCESSORIES
- ☐ REMOVE BRIGHT OR MISMATCHED CUSHIONS
- ☐ STORE GARDEN CLUTTER OUT OF SIGHT



STAGING IDEAS

• ADD ONLY A FEW SIMPLE TOUCHES:

- ONE SEATING AREA
- NEUTRAL PILLOWS
- OUTDOOR RUG (OPTIONAL)
- ONE PLANT OR LANTERN

Don't Stress Over:

Buyers prefer a maintained and usable backyard over a professionally designed one. A single intentional seating area is more appealing than scattered furniture, and a freshly mowed lawn with a clean patio creates a better impression than costly landscaping.

PHOTO PREP DAY

Photos create the first impression of your home for potential buyers. Bright, clean, and well-prepared images attract more interest, leading to increased showings and stronger offers. The objective is to present your home at its best on camera.

ENSURE REPAIRS ARE DONE

- ☐ ALL MAINTENANCE COMPLETED
- ☐ BURNT BULBS REPLACED
- ☐ HARDWARE TIGHTENED
- ☐ PAINT TOUCH-UPS DONE
- ☐ NOTHING VISIBLY BROKEN

REMOVE DISTRACTIONS

- ☐ REMOVE TRASH CANS (INSIDE + OUTSIDE)
- ☐ HIDE LAUNDRY BASKETS
- ☐ REMOVE PET ITEMS
- ☐ STORE PERSONAL PRODUCTS + TOILETRIES
- ☐ CLEAR COUNTERS COMPLETELY
- ☐ REMOVE MAGNETS + PAPERS FROM FRIDGE
- ☐ HIDE CORDS + CHARGERS
- ☐ REMOVE RUGS NOT USED FOR STAGING
- ☐ REMOVE EXTRA FURNITURE
- ☐ REMOVE SEASONAL DÉCOR

CLEAN + POLISH

- ☐ CLEAN MIRRORS - STREAK-FREE
- ☐ CLEAN ALL WINDOWS + GLASS DOORS
- ☐ WIPE EVERY VISIBLE SURFACE
- ☐ POLISH FAUCETS + HARDWARE
- ☐ CLEAN APPLIANCE FRONTS
- ☐ REMOVE UNNECESSARY APPLIANCES
- ☐ VACUUM FLOORS + RUGS
- ☐ MOP HARD FLOORS
- ☐ REMOVE PET HAIR
- ☐ SPOT CLEAN CARPET STAINS

LIGHT THE HOME

- ☐ TURN ON EVERY LIGHT IN THE HOME
- ☐ OPEN ALL BLINDS AND CURTAINS
- ☐ REPLACE ANY BURNT-OUT BULBS
- ☐ TURN OFF CEILING FANS
- ☐ ENSURE ALL BULBS MATCH IN COLOR
- ☐ TURN OFF TVS + SCREENS

EXTERIOR QUICK CHECK

- ☐ MOVE CARS OUT OF DRIVEWAY
- ☐ CLOSE GARAGE DOORS
- ☐ HIDE TRASH BINS
- ☐ SWEEP PORCH + ENTRY
- ☐ STRAIGHTEN OUTDOOR FURNITURE
- ☐ TURN ON EXTERIOR LIGHTS IF DUSK SHOOT

FINAL STAGING RESET

- ☐ TOILET LIDS CLOSED
- ☐ TOWELS NEATLY FOLDED
- ☐ BEDS SMOOTHED + PILLOWS FLUFFED
- ☐ CHAIRS STRAIGHTENED
- ☐ RUGS ALIGNED
- ☐ DÉCOR CENTERED
- ☐ FLOORS FULLY VISIBLE WHERE POSSIBLE

Don't Stress Over:

Professional photography is designed to highlight your home's best features. Clean, bright, and uncluttered always looks beautiful on camera.

Homes that photograph well get:
More online clicks, gets more showings, and
receiving stronger offers.

BETTER PHOTOS = MORE BUYER INTEREST.

PRE-LISTING PREP

WHAT TO DO & WHAT NOT TO DO



✔ What *TO DO*

- Clear the Clutter → Create a spacious feel by minimizing décor, knick-knacks, and personal items.
- Secure Valuables & Paperwork → Store jewelry, medications, and sensitive documents out of sight.
- Deep Clean Thoroughly → Focus on kitchens, baths, and floors to ensure freshness.
- Freshen Walls with Paint → Use light, neutral paint to brighten and modernize spaces.
- Update Simple Fixtures → Swap out dated light bulbs and cabinet pulls for a fresh look.
- Maximize Natural Light → Open blinds and minimize coverings to brighten every room.
- Tidy Storage Areas → Organize closets and cabinets, as buyers notice organization.
- Handle Small Repairs → Fix minor issues to showcase a well-maintained home.
- Boost Curb Appeal → Enhance landscaping and add welcoming decor.
- Neutralize Odors → Use light scents to create a pleasant atmosphere.
- Stage Simply → Use fresh bedding and subtle decor for a "move-in ready" feel.

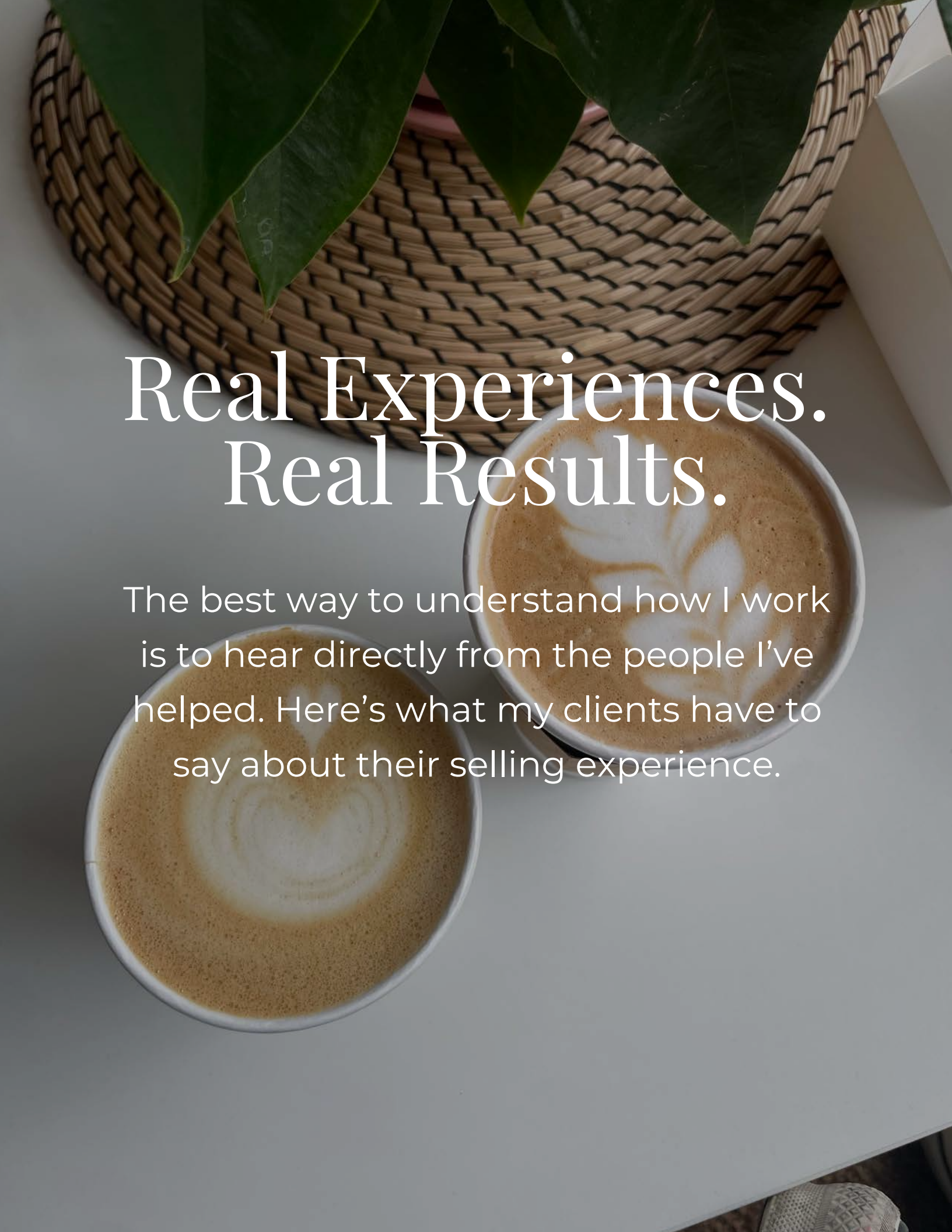
✘ What *NOT TO DO*

- Major Remodels → Full kitchen or bathroom renovations rarely give a return right before selling.
- Replacing Functional Appliances → If they work properly, don't worry about upgrading to brand-new.
- Perfect Landscaping Projects → Simple, tidy yards are enough.
- Luxury Add-Ons → Pools, outdoor kitchens, or major deck rebuilds aren't necessary to list.
- Expensive Flooring Replacements → A deep clean or professional stretch/repair often does the trick.
- Changing Countertops → Unless they're damaged, let the new owners choose their preferred surface.
- Expensive Smart-Home Systems → High-tech gadgets won't necessarily add resale value.
- Repainting Every Room → Focus on scuffs and bold colors—neutral touch-ups go further than repainting the entire house.
- Deep Customization → Avoid projects like built-ins or statement wallpaper; not all buyers share the same style.
- Full Roof or HVAC Replacement → Unless truly at the end of life, leave large system upgrades for negotiation.

A top-down view of a workspace on a marble tray. A silver laptop is open, with a pair of dark sunglasses resting on its keyboard. To the right of the laptop is a glass of iced coffee with a black straw. The entire setup is on a white marble tray with a dark wooden border.

Trusted Resources for Home Sellers

Selling a home often takes a village.
Here's a list of professionals I trust to
help you with cleaning, staging,
repairs, and everything in between.



Real Experiences. Real Results.

The best way to understand how I work is to hear directly from the people I've helped. Here's what my clients have to say about their selling experience.

WHAT TO EXPECT

HONESTY & TRANSPARENCY

INTEGRITY

RESPECT

TIMELY & REACHABLE

ACTING IN YOUR BEST INTEREST



THANK YOU

Thank you for the opportunity to present my services in your home-selling journey!

FOLLOWING OUR STEP-BY-STEP GUIDE, MY MISSION IS CLEAR:

I am dedicated to helping you achieve a successful sale at the best possible price, within your desired timeframe, and with minimal stress. By following the outlined steps, we can ensure your home is market-ready, attract potential buyers, and turn that 'For Sale' sign into a 'Sold' one. Together, we will tailor our approach to meet your specific needs, making this journey as smooth and rewarding as possible. Let's get started today and embark on this exciting chapter!



BETH JORGES

REALTOR®

218-833-9312

BethJorgesMN@Gmail.com