



Spring Seller's Checklist



Prepared Exclusively for the Clients of The Hogan Group

Spring is the peak season for real estate. To ensure your home stands out and commands top dollar, use this guide to transition your property from "lived-in" to "show-ready."

1. Curb Appeal: The "First 30 Seconds"

Buyers often decide if they like a house before they even step through the front door.

- Refresh the Entry: Power wash the siding, front porch, and walkways. Clean windows and front door. Consider a fresh coat of paint for the front door in a classic, welcoming color.
- Spring Landscaping: Rake away winter debris. Add fresh mulch to flower beds (dark brown or black mulch provides the best contrast) and plant seasonal flowers like pansies or tulips. Mow the lawn.
- Update Hardware: Ensure house numbers are visible and modern. Replace any rusted mailboxes or outdated porch light fixtures.
- The "Welcome" Factor: Lay down a brand-new, neutral doormat.

2. Interior Staging: The "Blank Canvas"

The goal is to help buyers visualize their own lives in your space.

- Declutter & "Pre-Pack": Remove 30% of items from closets and shelves. If you aren't using it daily, pack it away. This makes storage spaces look larger.
- Depersonalize: Remove family photos and items (religious or political items) that you would not want publicly shown in photos or shared with the public.
- Neutralize: If you have bold accent walls, consider a fresh coat of a warm neutral (like "Agreeable Gray" or "Swiss Coffee").
- Furniture Flow: Remove bulky furniture that blocks "walkways" to make rooms feel more spacious.

3. Deep Clean & Maintenance

A clean home signals a well-maintained home.

- Windows & Light: Wash windows inside and out to let in that spring sunshine. Replace any burned-out bulbs with "Soft White" LEDs for a consistent glow.
- The "Sniff Test": Deep clean carpets and drapes to remove pet odors. Avoid heavy air fresheners; opt for a "clean" scent like citrus or light linen.
- Kitchen & Bath Shine: Scrub grout lines, polish faucets, and clear 90% of items off the countertops. Make sure there are no leaky faucets.
- Service the HVAC: Buyers will check the age and condition of your systems. Change the filters and have a technician do a spring tune-up.

4. Final "Show-Ready" Touches

Do these 15 minutes before a showing.

- Open all blinds and turn on every single light in the house.
- Create inviting, functional spaces

- Empty all trash cans and hide pet bowls/beds in the garage or a closet.

Pro Tip from The Hogan Group: "Buyers buy on emotion and justify with logic."

Staging handles the emotion; the inspection handles the logic. Let's nail the first impression together!"