

PREPPING YOUR HOME TO SELL

The difference between listing and marketing a home is crucial to understand. Listing a home is simply about getting it on the market. Marketing a home is about bringing in buyers and getting top dollar for your home in the current market - and it's my specialty!

The best marketing strategies start with a well-prepped home *before* any of the photos are taken and buyers begin viewing.

This checklist is meant to provide you with a comprehensive list of things you can do as you are preparing to get your home ready for market.

When I work with seller clients, I also bring in my interior designer to offer an in-home staging consult so we can position your furniture and decor in the best possible way to highlight your home's best features. As a part of that consult, we'd recommend a variety of these tasks when applicable. Get ahead of the game by checking these off your to-do list so potential buyers can truly envision your house as their new turn-key home!

Have More Questions?
Feel Free to Reach Out!



DECLUTTER

Prepack, sell, donate, or toss the following:

- dead or dying houseplants
- decor accents smaller than a grapefruit or shorter than 6"
- toys the kids and pets can live without for the next 3 months
- heavy drapery, valances, swags, and other window treatments, with the exception of blinds, shutters, and/or solid, light-colored curtain panels that go all the way to the floor
- anything and everything on top of the kitchen cabinets
- everything on top of and attached to the fridge (even the magnets)
- kitchenware you can live without for the next 3 months - find room in the pantry or cabinets for any remaining small appliances that normally sit on the counter - remove the knife block from the counter for safety reasons - leave only a little decor and some plants on the kitchen counters
- if you normally keep a drying rack next to the kitchen sink, find a place in your cabinets to hide it during photos, the open house, and all showings
- remove any visible pot holders or dish towels you normally keep hanging from a hook or door handle anywhere in the kitchen, at least for photos, the open house, and all showings
- all throw rugs, even in the kitchen and bathrooms - use washable terry bath mats like the ones hotels provide to lay on the bathroom floors only when showering - hide or put them in the washer before buyers arrive
- all the makeup and other toiletries in the bathroom you won't need for the next 3 months - there should be no makeup, skincare, dental care, nail care, or haircare products sitting out on the bathroom counter - find room for what you need the next 3 months in a drawer or cabinet
- all of the bottles of skincare and haircare products in the tubs and shower stalls - purchase shower caddies to put these items in, and store the caddies in a bathroom cabinet - take out the caddy when bathing or showering, then put back in the cabinet
- clothes and shoes you won't be wearing for the next 3 months

All closets, built-in cabinets, drawers, and shelves should look half empty when you're finished decluttering. Buyers want to see "extra" storage space.



Jamie Milam

DEPERSONALIZE

Prepack all items that reveal your...

- religious affiliation
- political ideology
- favorite sports teams
- professions and work location
- where your kids go to school
- if/where you go to church
- where your kids go after school
- what activities your kids are in
- your interests and hobbies
- where you've traveled
- any upcoming travel plans



Call me if you have any questions!

Jamie Milam

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Also prepack all of the following:

- all photos with people or pets in them, even stock photos with models in them
- any decor items that have your family's names on them
- all trophies, awards, plaques, framed diplomas and degrees, certificates, etc.
- any items with high sentimental value such as heirlooms & hand-made gifts
- souvenirs, memorabilia, keepsakes, and collections

Find a space and a box, bin, or basket to quickly hide all of the following before every showing:

- planners, schedules, and itineraries
- mail and any other documents showing your names or other sensitive information
- prescription medications, even the ones for your pets
- spare keys, gate openers, and garage door openers
- small, personal electronics you may not be taking with you when you leave for every showing, such as cell phones, iPads, laptop computers, gaming consoles, etc.



DEEP CLEAN

Throughout the House:

- wipe down all wood trim: baseboards, crown molding, door jams, windowsills, etc.
- wipe down all walls and doors
- have carpet professionally cleaned
- have all upholstery professionally cleaned, especially if you have pets or smoke
- have tile floors steam cleaned and the grout resealed
- clean all windows, inside and out, including screens and tracks
- wipe down every blade on window blinds and shutters
- catch up on laundry and put it all away - deodorize the inside of all hampers
- dust all surfaces: tables, shelves, desks, dressers, etc.
- wipe down the blades of all ceiling fans, top and bottom
- clean out the inside of all glass or plastic shades on mounted light fixtures
- use vacuum brush attachment on all fabric lamp shades
- remove all room freshener devices, such as plugins - those scream "this house has an odor issue we're trying to cover up" - use odor neutralizing spray instead
- wipe down all HVAC vents
- if there are stubborn odors in the house, getting HVAC system professionally vacuumed may help
- if there's a cigarette smell in the house, getting the HVAC system professionally cleaned is a must, as well as repainting all the walls with Kilz odor blocking paint

Bathrooms:

- scrub down all surfaces: counter, sink, tub, walls, toilet, floor, etc.
- polish mirrors & faucets
- regROUT ceramic tile and recaulk tub, shower, plumbing fixtures, and base of toilet
- repaint walls and ceiling if there are signs of mildew (pink, red, or black spots)
- replace shower curtains - solid white is best - replace curtain liners, as well

Kitchen:

- scrub down all surfaces: counter, sink, exterior of appliances, cabinet doors, etc.
- scrub down the interior of all appliance that will convey with the sale of the house
- wipe down the interior of all cabinets and drawers and the pantry shelves
- deodorize garbage disposal by putting cut up pieces of citrus fruit down the drain while the disposal is running - repeat often



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