



30-Day Pre-List Checklist

A complete step-by-step home selling preparation checklist designed to help homeowners maximize value, reduce stress, and prepare their home for the market. These items are intentionally broad and universally applicable to most homes and sellers.

WEEK 1 — DECLUTTER & PREP

- Walk through the home and create a master to-do list.
- Declutter countertops in the kitchen and bathrooms.
- Remove unnecessary furniture to make rooms feel larger.
- Organize closets, pantries, laundry rooms, and storage spaces.
- Pack away personal photos and highly personalized decor.
- Remove magnets, papers, and clutter from the refrigerator.
- Sort items into keep, donate, store, and throw-away piles.
- Clear off bedside tables and dressers.
- Reduce visible cords and electronics where possible.
- Clean out the garage and remove excess storage items.
- Organize tools, bins, and garage shelving.
- Tidy up attic, basement, and crawlspace access areas.
- Repair loose door handles and cabinet hardware.
- Replace burnt-out light bulbs throughout the home.
- Test smoke detectors and carbon monoxide detectors.
- Touch up scuffed walls and chipped paint.
- Fix squeaky doors or sticking doors.

- Repair dripping faucets and running toilets.
- Replace HVAC filters.
- Check windows and doors for proper operation.
- Pressure wash siding, driveway, patio, and walkways if needed.
- Remove weeds and trim overgrown landscaping.
- Trim bushes away from windows and walkways.
- Schedule any needed contractors or service professionals.
- Discuss pricing strategy and timeline with your real estate agent.

WEEK 2 — CLEAN & POLISH

- Deep clean every room in the home.
- Wash windows inside and outside if possible.
- Dust baseboards, trim, vents, ceiling fans, and light fixtures.
- Vacuum carpets and mop hard flooring.
- Shampoo carpets if stained or heavily worn.
- Clean kitchen appliances inside and outside.
- Remove odors caused by pets, smoke, or cooking.
- Clean under sinks and organize cleaning supplies.
- Scrub showers, tubs, sinks, and grout.
- Use matching towels and neutral bedding.
- Replace worn bath mats or shower curtains if needed.
- Add simple decor accents like plants or pillows.
- Open blinds and maximize natural light.
- Replace any outdated or dim light bulbs with bright soft-white bulbs.
- Clean fireplace areas and mantels.
- Stage bookshelves and open shelving simply.
- Store pet bowls, litter boxes, and pet toys during showings.
- Make sure all ceiling fans and lights work properly.
- Check exterior lighting and replace bulbs if needed.

- Touch up exterior paint where necessary.
- Clean front entryway and front door.
- Add fresh mulch or bark if landscaping needs improvement.
- Sweep porches, decks, and patios.
- Wash outdoor furniture if applicable.
- Review the home from a buyer's perspective.

WEEK 3 — STAGING & MARKETING PREP

- Finalize any remaining repairs.
- Prepare every room to look open and functional.
- Stage spare bedrooms with a clear purpose.
- Remove bulky furniture blocking walkways or windows.
- Ensure dining and living areas feel balanced and spacious.
- Hide trash cans and cleaning supplies before photos.
- Prepare the home for professional photography.
- Schedule professional photography and video.
- Schedule drone photos if appropriate for the property.
- Gather utility averages and property information.
- Gather warranties, manuals, and improvement records.
- Review HOA information if applicable.
- Review pricing strategy with your agent.
- Review marketing strategy and launch timeline.
- Discuss ideal showing schedule and flexibility.
- Review listing description draft and property highlights.
- Prepare social media and pre-market materials.
- Clean all mirrors and reflective surfaces before media day.
- Open blinds and turn on all lights before photography.
- Hide vehicles from driveway during photos if possible.
- Remove garbage cans from exterior photo areas.

- Ensure landscaping looks freshly maintained.
- Walk through the home before media appointments.
- Double-check staging and furniture placement.

WEEK 4 — ACTIVE LISTING PREP

- Perform one final deep clean before listing goes live.
- Keep beds made and surfaces clear daily.
- Develop a quick 15-minute cleanup routine before showings.
- Secure valuables, firearms, medications, and personal documents.
- Create a plan for pets during showings.
- Keep trash emptied and odors minimized.
- Leave blinds partially open for natural light.
- Turn on lights before leaving for showings if instructed.
- Maintain curb appeal consistently.
- Water plants and maintain landscaping.
- Stay flexible with showing availability.
- Review showing feedback with your agent.
- Monitor nearby competing listings.
- Discuss offer strategies before offers arrive.
- Evaluate terms, contingencies, and financing — not just price.
- Avoid emotionally reacting to buyer feedback.
- Trust the preparation and marketing process.
- Prepare for inspections and appraisal access.
- Keep the home photo-ready during active market time.
- Celebrate — your home is officially market ready.