



# PRE-LISTING GUIDE

A simple guide to  
prepare your home for  
a successful sale.



# A PLAN FOR SUCCESS!

Creating a memorable experience for potential buyer's is key to a successful home sale. In fact, the National Association of Realtors (NAR) reported that 75% of sellers who staged their home saw a 5% to 15% return on their investment over their asking price, and sold their home quicker than non-staged homes.\* For this reason, working with a REALTOR® is an important first step towards building a listing strategy that helps you maximize your earning potential.

This guide was created to help sellers start the process of preparing their home for staging, marketing and sale. Each section includes a checklist of items to consider as a part of your home listing preparation. You are not required to complete each item, but should use this as a guide to help make the most out of getting your home ready for sale. Remember, engaging with me early in the process can help reduce the stress of selling your home by creating a sales strategy and plan to meet your real estate goals.

\* - Source: <https://www.nar.realtor/blogs/styled-staged-sold/why-staging-matters-even-in-a-sellers-market>



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# CURB APPEAL!

Your outdoor space is the first thing potential buyers see when they arrive at your home. Ensure that your yard and exterior spaces are ready to make a great first impression. Your home may be perfect for a buyer on the inside, but if your yard gives off the "lots of work" vibe, that buyer may skip your home altogether.

## OUTDOOR SPACE

- Spruce up your garden/lawn; trim shrubbery and replace dead plants
- Yard, deck and patio should be neat; outdoor furniture should be clean and in good shape
- Clean or paint your front door; replace hardware
- Invest in a new doormat (if needed)
- Store outdoor grills (if not in season)

## GARAGE

- Remove clutter and tidy up the shelves
- Clean the floor (clean up oil/fuel stains, etc.)
- Ensure garage door/opener is fully functional; repair as needed

## EXTERIOR

- Check that house numbers, mailbox, and exterior lighting are all in good condition
- Touch up with fresh paint as needed
- Inspect chimney for cracks and damage (if applicable)
- Repair loose trim, drainpipes, and fencing
- Clean windows and screens; repair/replace screens as needed
- Power-wash exterior; especially if mold/moss present on walls or other surfaces
- Replace burnt out light bulbs
- Check roofing and repair/replace as necessary
- Test exterior hose bibs for functionality; repair as needed
- Make sure exterior power outlets work; repair as needed

*Please note: any repairs required on plumbing, electrical or structural items should be performed by a licensed and certified contractor to ensure work is completed in accordance with local code and ordinances.*



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# HELP THEM FALL IN LOVE

Once you've captured their interest with your outdoor space, help them fall in love with the rest of your home. Give them something to visualize as their own. Open up spaces by repositioning furniture, clearing surfaces of clutter, and removing personalized aspects of your home. This will help potential buyers picture your home as their own. Additionally, you will want to update the home where practical. A fresh coat of paint or some updated fixtures can really give your home an updated or modern look without a major investment.

## LIVING SPACES

- Apply fresh paint as needed; use neutral tones
- Clean or repair/replace draperies and carpets
- Wipe off light fixtures and exposed bulbs and check that all work
- Clean the fireplace and remove smoke stains from the wall and mantle (if applicable)

## KITCHEN

- Set your table
- Sinks, appliances, and counter tops should sparkle; remove any clutter
- Wax or mop the floor
- Clean tile and grout; replace if necessary
- Apply fresh paint as needed - use neutral tones

## BATHROOMS

- Clean mirrors, glass, chrome, and porcelain surfaces
- Replace shower curtains if necessary
- Remove old floor mats
- Fix any faucet drops or leaks
- Clean grout and caulking; replace if necessary

## BEDROOMS

- Vacuum and clean floors
- Remove any clutter
- Apply fresh paint as needed - use neutral tones
- Make all beds with clean linens

## CLOSETS

- Doors and drawers should open and close easily
- Remove clutter; tidy up shelves and racks
- Shoes and clothes should be neatly arranged

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# ALMOST THERE!

You've reduced clutter, did some painting, spruced up your outdoor spaces, rearranged some of your furniture, and fixed that pesky leaky faucet you've been putting off for two months. Now what?! Well, that's where I come in. As we get closer to your target listing date, I'll work with you to finalize the winning strategy we set in motion to prepare your home for pictures, marketing and a successful listing.

## A few more items to consider:

- Check the basics around the house. It takes just a minute to check all doors, windows, and cabinets to make sure they don't stick, squeak or are too loose.
- Clean your furnace and water heater so buyers know they are looking at a house that has been well maintained.
- Place diffusers or air fresheners with a pleasant and mild scent around your home. The adage of enticing buyers with the smell of 'fresh baked pies' is a good one. Placing some cinnamon or other sweet spices on a piece of aluminum foil and warming them in the oven creates a pleasant smell too.
- Put away family photos so buyers can envision themselves there; however, leave a few personal items out to avoid a sterile-looking environment
- Empty trash before pictures are taken and for showings; hide pet supplies if possible





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As a Veteran, and family member to Law Enforcement and medical professionals, I hold a special place in my heart for those who choose to serve their country and communities. Because of this, I specialize in assisting Military personnel, Veterans and First Responders on the purchasing and selling of residential properties in Northern Virginia. I offer special rebates to give back to those who serve us. Contact me to learn more about these services and rebates.

