

CURB APPEAL: MAKING A STELLAR FIRST IMPRESSION

Curb appeal is crucial for creating a positive first impression on potential buyers. Here are tips to enhance your curb appeal.

LAWN & LANDSCAPING:

- Mow the lawn and trim the edges.
- Weed flowerbeds and garden areas.
- Trim bushes, hedges, and trees.
- Add mulch to flowerbeds.
- Plant colorful flowers and/or add potted plants.
- Fertilize the lawn (if appropriate for the season).
- Edge along walkways and flowerbeds.
- Repair or replace any dead or dying plants.
- Consider adding landscape lighting.
- Create a pathway to the front door (stepping stones, pavers).

FRONT DOOR & ENTRYWAY:

- Clean or repaint the front door.
- Polish or replace door hardware (doorknob, knocker, hinges).
- Add a welcome mat.
- Hang a wreath or other decorative item.
- Ensure the porch light is working.
- Clean or repaint the mailbox.
- Add potted plants near the entrance.
- Stage the porch with seating (if applicable).

EXTERIOR MAINTENANCE & REPAIRS:

- Clean or repaint the front door.
- Polish or replace door hardware (doorknob, knocker, hinges).
- Add a welcome mat.
- Hang a wreath or other decorative item.
- Ensure the porch light is working.
- Clean or repaint the mailbox.
- Add potted plants near the entrance.
- Stage the porch with seating (if applicable).

DRIVEWAY & GARAGE:

- Sweep or power wash the driveway.
- Organize the garage
- Paint the garage door (if visible and needed).
- Add lighting to the driveway and garage area.

BEFORE SHOWINGS:

- Mow the lawn (if needed).
- Tidy up any landscaping.
- Remove any debris from walkways and driveway.
- Ensure outdoor lighting is working.



PRE-LISTING CHECKLIST

GETTING READY TO LIST YOUR HOME

GENERAL

- ☐ Declutter: Remove excess items.
- ☐ Depersonalize: Store personal photos.
- ☐ Clean: Deep clean thoroughly.
- ☐ Neutralize Odors: Eliminate bad smells.
- ☐ Repair & Maintain: Fix minor issues.
- ☐ Paint Touch-Ups: Refresh with neutral paint.
- ☐ Lighting: Ensure all lights work.
- ☐ Temperature: Set a comfortable climate.
- ☐ Valuables: Protect important items.
- ☐ Pets: Arrange care for pets.

KITCHEN

- ☐ Appliances: Clean inside and out
- ☐ Counters: Clear and organize.
- ☐ Cabinets: Organize and declutter.
- ☐ Sink: Clean and shine.
- ☐ Pantry: Organize and check expiration dates.
- ☐ Lighting: Make sure it's bright!
- ☐ Trash: Empty all cans.
- ☐ Floors: Sweep and mop.
- ☐ Windows: Clean windows and blinds/curtains.
- ☐ Backsplash: Clean and touch up grout.
- ☐ Small Appliances: Put away extras.
- ☐ Hardware: Polish cabinet knobs and pulls.
- ☐ Under Sink: Organize and clean..

EXTERIOR

- ☐ Lawn: Mow and edge.
- ☐ Plants: Tidy and add mulch.
- ☐ Front Door: Clean or paint.
- ☐ Porch: Sweep and add a fresh mat & plant
- ☐ Windows: Clean.
- ☐ Siding: Clean or power wash.
- ☐ Driveway/Walkways: Clean and repair.
- ☐ Lighting: Ensure all lights work.
- ☐ Deck/Patio: Clean and stage.
- ☐ Gutters: Clean.
- ☐ Fences: Repair if needed.
- ☐ House Number: Visible and in good condition.
- ☐ Mailbox: Clean and repair.

LIVING & DINING ROOM

- ☐ Declutter: Remove excess furniture and items.
- ☐ Surfaces: Dust and clean all surfaces.
- ☐ Fireplace: Clean and ensure it works.
- ☐ Windows: Clean windows and treatments.
- ☐ Floors: Vacuum or clean.
- ☐ Lighting: Ensure good lighting in both areas.
- ☐ Walls: Touch up paint.
- ☐ Electronics: Hide cords and cables.
- ☐ Artwork: Tasteful pieces to enhance the space.
- ☐ Mirrors: Make the room feel bigger.

BEDROOMS

- ☐ Declutter: Clear away excess items.
- ☐ Bed: Make it neatly.
- ☐ Closets: Organize and tidy.
- ☐ Nightstands: Clear off the clutter.
- ☐ Surfaces: Dust everything.
- ☐ Windows: Clean windows and treatments.
- ☐ Floors: Vacuum or clean.
- ☐ Lighting: Ensure good lighting.
- ☐ Walls: Touch up paint.
- ☐ Dresser: Clear and organize.
- ☐ Mirrors: Clean and sparkling.

BATHROOMS

- ☐ Surfaces: Deep clean everything
- ☐ Declutter: Remove personal items.
- ☐ Towels: Fresh and neatly hung.
- ☐ Mirrors: Sparkling clean.
- ☐ Shower Curtain/Door: Clean or replace.
- ☐ Floors: Clean and mop.
- ☐ Grout & Caulk: Clean or repair.
- ☐ Toiletries: Minimize what's visible.
- ☐ Trash: Empty all cans.
- ☐ Air Freshener: Subtle scent.
- ☐ Ventilation: Ensure good airflow.
- ☐ Toilet Paper: Restock!
- ☐ Lighting: Brighten up!
- ☐ Rugs: Clean or replace.
- ☐ Hardware: Polish fixtures.

PHOTOSHOOT PREPARATION

A CHECKLIST TO PREPARE FOR PHOTOS



General

- ☐ **Declutter:** Remove excess items, personal belongings, and unnecessary furniture. Less is more!
- ☐ **Clean:** Deep clean the entire house, paying close attention to floors, windows, and surfaces.
- ☐ **Depersonalize:** Put away family photos and personal items.
- ☐ **Neutralize:** Aim for a neutral and universally appealing look.

Kitchen

- ☐ **Counters:** Clear everything off, except for maybe one stylish appliance (like a coffee maker) and a bowl of fruit.
- ☐ **Sink:** Make sure it's empty and sparkling clean.
- ☐ **Cabinets:** No magnets or clutter on the outside.
- ☐ **Table:** Clear it off or set it simply with minimal place settings.

Bathrooms

- ☐ **Counters:** Clear of toiletries.
- ☐ **Toilet:** Lid down!
- ☐ **Towels:** Fresh, matching towels neatly hung.
- ☐ **Shower/Tub:** Remove personal items and clean thoroughly.

Living & Dining Rooms

- ☐ **Furniture:** Arrange to maximize space and flow.
- ☐ **Cushions:** Fluff pillows and fold throws neatly.
- ☐ **Mantle:** Simple and stylish décor only.
- ☐ **Dining Table:** Consider a simple centerpiece.

Bedrooms

- ☐ **Beds:** Made perfectly with clean, wrinkle-free linens.
- ☐ **Nightstands:** Clear, except for maybe a lamp and a book.
- ☐ **Closets:** Tidy and organized (buyers will peek!).

Exterior

- ☐ **Lawn:** Mow and edge.
- ☐ **Landscaping:** Tidy and add fresh mulch.
- ☐ **Cars:** Move cars out of the driveway.
- ☐ **Trash Cans:** Hide them away.
- ☐ **Hose/Gardening Tools:** Put them away neatly.

Final Touches

- ☐ **Lights:** Turn on all lights.
- ☐ **Blinds/Curtains:** Open for natural light.
- ☐ **Doors:** Open interior doors for flow.
- ☐ **Pets:** Keep them out of the way during the shoot.