

30 Day Pre-Listing Preparation Guide

Intentional Preparation. Strategic Positioning. Strong First Impressions.

Preparation is one of the most important phases of **The Signature Sale Strategy.**

Before pricing, marketing, and negotiation ever begin, we focus on positioning. Because how your home enters the market directly impacts the strength of the offers that follow.

Preparing your home for market isn't about doing everything.
It's about doing the right things.

This guide outlines high-impact steps to consider in the 30 days before your listing goes live — helping you present your home in its strongest light and maximize buyer perception from day one.

A quick note before you begin:

You do not need to complete every item on this list.

Every home is different.

Some properties require minimal preparation. Others benefit from a little more attention.

We will review your home together and determine what makes sense for your timeline, budget, and goals.
The focus is always strategic — not excessive.

3–4 Weeks Before Listing

Foundation + Planning

- ☐ Schedule a deep professional cleaning (or plan to complete one yourself)
- ☐ Begin decluttering room by room
- ☐ Remove excess furniture to create open flow
- ☐ Start depersonalizing (family photos, personal collections, bold décor)
- ☐ Evaluate storage needs — consider renting a short-term storage unit if needed
- ☐ Walk through the home and create a simple repair list
- ☐ Replace burned-out light bulbs with consistent warm lighting

2–3 Weeks Before Listing

Interior Preparation

General Interior

- ☐ Deep clean floors, baseboards, trim, and vents
- ☐ Patch and touch up drywall dings and nail holes
- ☐ Touch up scuffed paint where needed
- ☐ Tighten loose doorknobs, hinges, and cabinet pulls
- ☐ Ensure doors close properly and quietly
- ☐ Replace dated or faulty hardware if needed
- ☐ Confirm all light fixtures are working properly



Kitchen

- ☐ Clear countertops of excess appliances and décor
- ☐ Organize pantry and cabinets (buyers often look inside)
- ☐ Replace faulty faucet if needed
- ☐ Update small dated items such as an old soap dispenser or paper towel holder
- ☐ Deep clean appliances inside and out

Bathrooms

- ☐ Re-caulk tubs or showers if needed
- ☐ Replace worn toilet paper holders or towel bars
- ☐ Ensure drains flow properly
- ☐ Remove personal items from counters
- ☐ Add fresh white towels for photography

1-2 Weeks Before Listing

Exterior Preparation

First impressions begin before buyers step inside.

- ☐ Pressure wash siding, brick, driveway, and walkways
- ☐ Clean out gutters
- ☐ Trim overgrown bushes and tree limbs
- ☐ Edge lawn and refresh landscaping beds
- ☐ Add fresh mulch where needed
- ☐ Remove dead plants and weeds
- ☐ Add simple pops of seasonal color with flowers or potted plants
- ☐ Clean front door and polish hardware
- ☐ Replace worn welcome mats



Final Week Before Photography & Launch

Presentation + Finishing Touches

- ☐ Final full-home cleaning
- ☐ Vacuum and mop floors
- ☐ Clean windows inside and out
- ☐ Remove trash cans from visible areas
- ☐ Clear nightstands and dressers of clutter
- ☐ Make beds with neutral bedding
- ☐ Open blinds and allow natural light in
- ☐ Secure pets and pet items
- ☐ Remove excess items from garage

A Strategic Reminder

Preparation isn't about perfection. It's about perception.

Small cosmetic updates — tightening hardware, replacing a dated faucet, refreshing mulch — can significantly influence how buyers emotionally respond to your home.

You don't have to do everything.