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Home Sellers Showing Preparedness Checklist

by Mark Nash

One of my often used sayings with those selling their home at a listing presentation is: "Marketing a home is not the same as living in one." The rebuttal from property owners is usually a groan.

But I have developed a handy checklist that is a good reference guide for day-to-day pre-showing "must do's." Pass this list on to house and pet sitters, nannies or anyone else who will be responsible for preparing your home for a buyer showing.

Stage it Well

- During daylight open all draperies, shades, and blinds. Natural light is at the top of most buyers' wish lists.
- At night turn on all the lights. Dark homes are not inviting. Don't forget outside light by the front door. Can your house numbers be read at night?
- Have photos of your garden available.
- Consider displaying before and after pictures of major remodeling projects.
- Use feature cards around your home to reinforce home benefits such as air-conditioning or nearby parks in winter months.

Keep it Clean

- Clean sinks, bathrooms before each showing.
- Vacuum rugs and carpets before each showing.
- Wash dirty dishes and put away.
- Empty waste baskets and trash.

- Put away clothes and personal items.
- Organize mail, magazines, and newspapers.
- Fold towels and make beds.
- Eliminate offensive odors from pets or cooking. No smoking in the house when your "on market".
- Keep landscaping neat and mowed. Sweep driveways and sidewalks. Shovel snow.
- Pick up litter on property.
- Clean litter boxes and pet food and water bowls.
- Pick up animal droppings in yard.

Keep it Neutral

- Minimize religious effects.
- Put sexually explicit materials away.

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