# Properties IN SILICON VALLEY

# Preparing your Home for the Market

Before the for-sale sign goes up and before the lockbox is installed on the front door, there's work to be done.

The cornerstone of our marketing plan is the preparation of the home before it hits the market. It's the most important thing you, as the homeowner, can do to ensure you sell the home quickly and for the most money possible.

**What you do now also allows our stager a blank slate on which she can work her magic.**

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## Exterior -Your home's first impression

☐ Remove pet waste

☐ Keep children's and pet's toys picked up

☐ Put away gardening equipment

☐ Clean up garden beds

☐ Spread fresh mulch

☐ Mow and fertilize the lawn

☐ Trim trees and hedges

☐ Add colorful plants

☐ Remove and/or replace dead landscaping

☐ Tighten loose gutters

☐ Attend to sagging/torn screens

☐ Paint, if needed, including trim

☐ Remove cobwebs on the front porch

☐ Clean or repaint the front door

☐ Sweep the driveway and walkways

☐ Purchase new house numbers

☐ Buy a new welcome mat

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## Interior -Yay! You've lured the buyers out of their car

*(Keep them captivated and wanting to see more)*

☐ Fix leaky plumbing

☐ Fill cracks and holes in the walls

☐ Clean/repaint scuffed baseboards

☐ Paint the walls a neutral color

☐ Replace dated faucets

☐ Scrub tile in the kitchen and baths

☐ Launder curtains and bedspreads

☐ Remove oversized furniture

☐ Ensure contents of each room match its purpose

☐ Store bulky and excess linens, apparel

☐ Remove all personal mementos and photos from walls

☐ Clean and vacuum floors

☐ Have carpets cleaned if necessary

☐ Replace outdated cabinetry pulls/knobs

☐ Clean the home from top to bottom

☐ Wash the windows, inside and out

☐ Get rid of odors

☐ Clean and deodorize carpets

☐ Clean appliances and fixtures

☐ Neatly arrange closet and cupboard contents

☐ Clear kitchen and bathroom counters

☐ Replace any burnt out light bulbs

☐ Provide 100 watts of light for each 50-sq. ft. of room space

☐ Lock up or remove valuables, medications, weapons and jewelry

☐ Store excess items offsite if possible