

THE LIZ LUND

GET-YOUR-HOME-READY-TO-SELL GUIDE

**Before we put your home on the market,
make it pop.**

Liz Lund | REALTOR®
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01

BEFORE YOU TOUCH A THING LET'S MAKE A PLAN.

You do **NOT** need to remodel your entire house before selling.

And please don't start ripping out cabinets because you saw it on HGTV.

Before you spend a dollar, let's walk through your home together and identify:

- What needs to be repaired?
- What is worth updating?
- What should be cleaned?
- What should be decluttered?
- What will make the biggest visual impact?
- What you can completely skip?

THE GOAL: Spend strategically.

Not every improvement gives you a return and my job is to help you know the difference.

02

THE PRE-LISTING CHECKLIST

LET'S GET THE HOUSE SHOW-READY



EXTERIOR

- ☐ Mow & edge the lawn
- ☐ Trim overgrown bushes & trees
- ☐ Pull weeds
- ☐ Refresh bark/mulch if needed
- ☐ Clean exterior windows
- ☐ Sweep patios, porches & walkways
- ☐ Power wash dirty surfaces
- ☐ Clean front door
- ☐ Touch up exterior paint where needed
- ☐ Clean gutters
- ☐ Put away hoses, toys & tools
- ☐ Hide garbage/recycling bins
- ☐ Make the front entry welcoming
- ☐ Check exterior lights & replace bulbs



QUICK TEST: Stand at the street and look at your house like a buyer.

What catches your eye first?

03

INSIDE THE HOUSE

LESS STUFF = MORE SPACE

Buyers need to be able to picture **their life** in your home.



DECLUTTER

- ☐ Clear kitchen counters
- ☐ Organize pantry
- ☐ Organize bathroom counters
- ☐ Thin out closets
- ☐ Remove excess furniture
- ☐ Clear hallways & walkways
- ☐ Organize garage
- ☐ Remove unnecessary items from shelves
- ☐ Pack away personal collections
- ☐ Remove overly personal photos
- ☐ Store seasonal items
- ☐ Create a simple, clean feel throughout

SMALL REPAIRS

- ☐ Replace burned-out light bulbs
- ☐ Fix dripping faucets
- ☐ Repair loose handles
- ☐ Tighten cabinet hardware
- ☐ Fix doors that don't close properly
- ☐ Repair damaged trim
- ☐ Patch obvious wall damage
- ☐ Touch up paint where needed
- ☐ Replace broken outlet/switch covers
- ☐ Check smoke & CO detectors
- ☐ Fix anything you've been saying "we should get to that" about

REMEMBER:

Buyers notice the little things.

But that doesn't mean you need to fix **everything**, we will prioritize.

04

CLEAN LIKE A BUYER IS COMING TOMORROW

THIS IS NOT YOUR NORMAL SATURDAY CLEAN

Cleanliness can dramatically change how a home photographs and feels during a showing.

WHOLE HOUSE

- ☐ Dust baseboards
- ☐ Dust ceiling fans
- ☐ Clean light fixtures
- ☐ Clean windows & glass
- ☐ Vacuum carpets
- ☐ Mop hard floors
- ☐ Clean doors & trim
- ☐ Remove cobwebs
- ☐ Clean vents
- ☐ Neutralize strong odors
- ☐ Clean under/behind furniture where possible

KITCHEN

- ☐ Deep clean appliances
- ☐ Clean inside oven
- ☐ Clean refrigerator
- ☐ Clean microwave
- ☐ Clean cabinet fronts
- ☐ Clean backsplash
- ☐ Scrub sink
- ☐ Clean countertops
- ☐ Remove excess countertop appliances
- ☐ Empty trash



BATHROOMS

- ☐ Deep clean showers & tubs
- ☐ Clean grout
- ☐ Clean glass doors
- ☐ Scrub toilets
- ☐ Clean mirrors
- ☐ Clean sinks & fixtures
- ☐ Remove excess products
- ☐ Replace worn shower curtain if needed
- ☐ Put out fresh, simple towels



BEDROOMS

- ☐ Make beds
- ☐ Remove excess furniture
- ☐ Clear nightstands
- ☐ Organize closets
- ☐ Store laundry
- ☐ Keep décor simple

05

CALL IN THE PROFESSIONALS

YOU DON'T HAVE TO DO IT ALL YOURSELF

Sometimes the smartest thing you can do is **hire someone to do it better—and faster.**

Depending on what your home needs, I can help connect you with trusted local professionals for things like:



CLEANING - Deep cleaning before photos and showings.

 **LANDSCAPING** - Yard cleanup, trimming, seasonal maintenance and curb appeal.

 **HANDYMAN / REPAIRS** - Small repairs, touch-ups and those annoying little projects.

 **PAINTING** - Touch-ups or larger projects when the numbers make sense.

 **CARPET / FLOOR CLEANING** - Fresh floors can make an immediate difference.

 **WINDOWS** - Clean glass = better photos + brighter rooms.

 **MOVING / STORAGE** - Sometimes getting things out of the house is half the battle.

 **STAGING** - Furniture placement and presentation can make a room feel completely different.

I HAVE A “CALL THIS PERSON” LIST.

Not a Google search. If you need someone, **ask me first**.

My network is one of the ways I help save my clients time, money and stress.

06

PHOTO DAY

THIS IS YOUR “COMPANY'S COMING OVER” MOMENT.

Once the house is ready, we're going to make it look its best.

BEFORE THE PHOTOGRAPHER ARRIVES:

- ☐ Turn on all lights
- ☐ Open blinds/curtains
- ☐ Put away dishes
- ☐ Hide trash cans
- ☐ Remove pet items

- ☐ Hide cords
- ☐ Clear bathroom counters
- ☐ Put away toiletries
- ☐ Make beds/Make them look GOOD
- ☐ Remove fridge magnets/papers
- ☐ Hide laundry
- ☐ Clear kitchen counters
- ☐ Remove unnecessary décor
- ☐ Tidy the garage
- ☐ Give the exterior one final check

THEN:

📷 LET'S GET THE PHOTOS.

🎥 LET'S GET THE VIDEO.

📱 LET'S GET PEOPLE PAYING ATTENTION.

Your house only gets one first impression online. Let's make it count.

07

SHOWTIME

NOW WE MAKE IT EASY FOR BUYERS TO FALL IN LOVE

Before showings begin, we'll create a simple plan for keeping the home ready.

EVERYDAY SHOWING RESET:

- ☐ Beds made
- ☐ Dishes put away
- ☐ Counters cleared
- ☐ Lights on
- ☐ Blinds open
- ☐ Laundry put away
- ☐ Trash emptied
- ☐ Pet items picked up
- ☐ Home smelling fresh
- ☐ Quick bathroom check
- ☐ Quick kitchen check
- ☐ Personal items secured



AND THEN...

GO LIVE YOUR LIFE

I'll handle the real estate side.

You don't need to stand around waiting for buyers to knock on the door.

08

THE “IS THIS WORTH IT?”

GOT A QUESTION? - ASK ME BEFORE YOU SPEND MONEY.

- Found a project you think you need to do? **Text me.**
- Wondering if you should replace the flooring? **Ask me.**
- Thinking about painting the entire house? **Let's talk first.**
- Considering a \$15,000 kitchen update? **PLEASE call me before you start demolition!**
- My job is not to convince you to spend money. **My job is to help you spend it wisely.**

We'll look at the potential benefit, cost and what buyers in your market are actually responding to.

09

READY?

LET'S WALK THROUGH IT TOGETHER

You don't need to complete this checklist before talking to me.

THAT'S WHAT I'M HERE FOR.

We'll walk through your home and create your personalized:

PRE-LISTING GAME PLAN

WHAT TO FIX → WHAT TO CLEAN → WHAT TO DECLUTTER → WHAT TO UPDATE →
WHAT TO SKIP → WHAT TO HIRE OUT → WHAT TO DO FIRST

Then we get to work!

YOUR HOME. YOUR GOALS. OUR PLAN.

Click for your

[PERSONALIZED HOME VALUE](#)

Or contact me directly:



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