

# Start With the Highest-Impact Work

A practical room-by-room plan for a stronger first impression

Preparation should improve buyer confidence, not turn into an open-ended renovation.

- **Complete safety and function repairs first**
- **Address visible deferred maintenance**
- **Remove excess furniture and personal items**
- **Create a consistent clean, bright, neutral presentation**
- **Ask before starting expensive improvements**

# Exterior & Arrival

Buyers begin forming an opinion before they reach the front door.

- Trim landscaping and clear walkways
- Wash the entry, windows, and exterior surfaces
- Refresh the front door and visible hardware
- Repair obvious fence, gate, roof, or gutter issues
- Use simple seasonal color and restrained decor

# Inside the Home

Each room should communicate purpose, space, light, and care.

- Deep clean floors, kitchens, baths, fixtures, and glass
- Clear counters and reduce closet contents
- Replace burned-out bulbs with consistent color temperature
- Touch up damaged paint and trim
- Remove odors at the source rather than masking them
- Secure valuables, medicine, documents, and personal information

# Photography & Launch Week

Protect the visual presentation through the first critical days on market.

- Complete cleaning and landscaping before photography
- Remove vehicles, bins, cords, pet items, and small clutter
- Open blinds and replace mismatched light bulbs
- Create an easy showing plan for people and pets
- Keep surfaces clear and beds made every day
- Review early showing feedback with Dean

Use this checklist with Dean's property-specific recommendations. Call or text 916-508-5353.