

Active Seller's Plan

Pre-Staging Checklist



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Active Seller's Plan

Table of Contents



1/9
Next Steps/Key Dates



6/9
Showing Expectations



2/9
**What To Expect When
Your Home Is Listed**



7/9
**What To Expect On
Offer Night**



3/9
Pre-Staging Checklist
(Current Article)



8/9
FAQ's About Offers



4/9
Showings Checklist



9/9
**Calculating Net Proceeds
After Sale**



5/9
**How to Manage Showing
Appointments**



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Pre-Staging Checklist

(See digital copy for hyperlinks)

Your home is generally your largest investment and when you want to sell that investment, you want to get the most you can. Staging your home for sale helps you appeal to the highest number of potential buyers.

Using a staging professional to assist you with this process can help reduce your stress and give you the experienced advice to have your home stand out from the other competitors in the market.

It is a big step and a lot of thought and planning goes into it. We like to simplify it, but for the planners and people who want to know exactly what to expect we have prepared the information below. Please don't hesitate to ask any questions at all

Prep Checklist

- Focus on the 5 senses (sight, smell, sound, touch and taste)
- Get Estimates on anything broken (loose handles or fixtures, new lighting fixtures, wobbly banister, any faucets, sink and/or toilet leaks etc).
- Depersonalize your space by removing mementos and photos to allow buyers to imagine themselves in the property
- Declutter (paperwork in boxes, donate old clothing in closets etc). Donations guide
- Free up closet space by taking unseasonal clothing to storage and remove unnecessary furniture - put in storage (rent at uhaul or store at a family members)
- Find Your Papers - utility bills/warranties/ages of - it's a good idea to put warranties or receipts for larger appliances etc. into a bag or basket so it's all in one place for whomever moves in next.
- Use storage Baskets to keep organized while being aesthetically appealing
- Add decorative pillows to beds
- Get carpet cleaning service or rent one from Home Depot.
- Complete a thorough cleaning of your home from top to bottom, including all your windows, bathrooms - walls/toilets/floors, kitchen and all appliances inside & out, clean scuff marks on walls, baseboards and other surfaces, wipe down all light fixtures, clean the fireplace if applicable.
- New Shower curtains (plain white) throughout



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- Remove all toilet brushes/ plungers, toilet paper holders (stands) and Waste bins
- Caulk and grout tile if necessary
- Add as much seating to a room as possible without making it crowded to show how big the room is
- Include the largest bed or table within a room to allow buyers to see that their furniture will fit
- Set the dining table
- Consider your lighting and keep both inside and outside well-lit, add lamps if the room is dark. Make sure the hue of the lights match we like warm white. Replace bulbs as needed
- Add a few plants throughout your home (and keep them healthy and watered)
- Consider your curb appeal and keep yards and balconies tidy, maintained and decluttered
- Consider the smell of your home. Strong fragrances and odours may be overpowering or off-putting to potential buyers
- A fresh coat of paint always freshens up the space. Light neutral colours.
- Paint Garage / Basement/ storage/ furnace room floors a light grey.
- Don't rehang photos. If they're light and non-breakable use command strips.

Spend \$5,000 get \$10,000+ ([ask us about our purchasers loan program](#))

- a) Create a smart home:
 - Google home hub
 - Google Nest thermostat
 - Google Yale front security lock
 - Google nest doorbell
- b) Paint walls and Trim
 - Benjamin Moore - Collingwood (walls)
 - Benjamin Moore - Cloud White (walls + trim)
 - Benjamin Moore - Chantilly lace (walls + Trim)
- c) Change door handles and hardware to black
- d) Steam clean your carpets

Exterior

- Add a doormat at the entrance
- Add a potted or hanging plant
- Add new house numbers
- Powerwash walkways/ patios



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If you're contemplating work/renos, know that kitchens and bathrooms always have the best return. for every \$1 dollar spent get \$1.50-2 in return. [See our renos blog](#)

Placing your home on the market requires objectivity and potentially significant preparation. As your chosen real estate professional, I will guide you through the preparation process to help you:

- Appreciate the impression your home will make on potential buyers.
- Define improvements that you can undertake to sell your home faster and at the best possible price.
- Outline suggested interior and exterior preparations for cleaning, repair and organization.
- Connect to professionals for preparation assistance such as painters, cleaners, contractors, carpenters, repair people, home stagers, and more.

As a general rule, we recommend that all of our clients think about the three D's when preparing to sell their home.

Declutter, Depersonalize (kinda)

Declutter - coats, shoes, keys, books, dishes, toys, toothbrushes, towels and more - think "minimal" as you want to showcase your space not its contents! We also recommend having the home (and carpets if applicable) professionally cleaned prior to taking photos.

Depersonalize - remove family photos, awards, diplomas - you want people to get to know your home, not your private business. Of course you love your home, but remember, we are trying to make others love it more so take feedback constructively - it will only benefit you in the end!

Next Article:
Showings Checklist



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