



The Smart Seller

CHECKLIST

PREP, PRICE, AND PROFIT WITH CONFIDENCE

Before you list your home, make sure you've checked off the key steps that lead to a smoother sale and stronger offers. Use this checklist to get your property market-ready—and profit-smart.

SCHEDULE A PRE-LISTING WALKTHROUGH WITH YOUR AGENT

- ☐ Discuss your goals, timeline, and expectations
- ☐ Walk through the property room by room
- ☐ Identify areas that may need light fixes or staging

MAKE SMALL REPAIRS

- ☐ Fix leaky faucets, loose handles, or chipped paint
- ☐ Replace light bulbs and test all appliances
- ☐ Address anything that may come up in inspection

GATHER PROPERTY DISCLOSURES & DOCUMENTS

- ☐ HOA docs, permits, major repair receipts
- ☐ Utility and tax info, survey (if available)
- ☐ Your agent will help you organize this

PRICING STRATEGY & LISTING DATE

- ☐ Review comparable sales with your agent
- ☐ Set a competitive price based on current demand
- ☐ Pick a launch date and build momentum pre-market

DECLUTTER & DEEP CLEAN

- ☐ Remove excess furniture and personal items
- ☐ Clean floors, walls, and windows thoroughly
- ☐ Hire a professional cleaner, if possible

STAGE YOUR HOME (LIGHT OR FULL)

- ☐ Create open, inviting spaces that feel move-in ready
- ☐ Add fresh flowers or neutral decor
- ☐ Consider virtual staging if the home is vacant

PROFESSIONAL PHOTOGRAPHY & VIRTUAL TOUR

- ☐ Schedule with your agent's preferred photographer
- ☐ Prep the home for photos like a showing
- ☐ Review final photos and media before launch

BONUS TIP

Consider a "Coming Soon" or "Private Exclusive" listing to create early demand before going fully live.

Want help checking all these boxes?
Let's make your sale smooth, strategic, and profitable.

Cynthia Lubin
BROKER ASSOCIATE

Real Estate Simplified,
Wealth Amplified



Cynthia Lubin
Broker Associate, Compass NJ & NY
551-200-7590 | cynthia.lubin@compass.com
www.cynt4homes.com