

# The Kitsap Seller Prep Checklist

Why Strategy Matters (and Why Every Agent Won't Get You the Same Result)

## Welcome

If you're thinking about selling your home in Kitsap County, you've probably heard a lot of advice.

Some of it is helpful.

Some of it is outdated.

And some of it can actually cost you time and money.

One of the biggest misconceptions I see as a local listing agent is this:  
“Every agent will get the same result.”

## The truth?

The strategy behind your sale matters just as much as the price you list at. This checklist is designed to help you understand what actually moves the needle when selling in Kitsap County—and where sellers often waste time and money.



ABBEY CHILDERS | THE KITSAP AGENT



# The Seller Myth That Costs The Most

*“All Agents do the same thing...”*



**Reality:** The agent you choose impacts

- How buyers perceive your home
- How quickly your home sells
- Whether you attract strong offers or hesitant ones
- How much leverage you have during negotiations
- Your final net, not just the list price

*Selling Successfully isn't Luck*

Its about **Preparation, Presentation, and Positioning.**

# What Actually Moves The Needle in Kitsap County

## PRICING STRATEGY

Pricing a home correctly isn't about "testing the market."

It's about understanding buyer behavior, local demand, and how pricing influences urgency.

- Homes priced strategically:
- Generate more interest early
- Create competitive pressure
- Reduce days on market
- Maintain negotiation leverage

## PRESENTATION (NOT RENOVATION)

Buyers don't need perfection—they need clarity.

Clean, bright, and well-presented homes:

- Photograph better
- Show better
- Feel more move-in ready
- Help buyers visualize living there

This is where many sellers overspend unnecessarily.

## TIMING

Timing isn't just about the season—it's about readiness.

Rushing to market without a plan often leads to:

- Price reductions
- Longer market time
- Weaker offers
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A clear prep timeline creates confidence on both sides of the transaction.

# What To Fix VS What To Skip

## Usually Worth Doing:

- Paint touch-ups in high-visibility areas
- Improving lighting (bulbs, fixtures, natural light)
- Deep cleaning (especially floors and bathrooms)
- Entryway and curb appeal improvements
- Minor cosmetic repairs that photograph well

## Usually Not Worth The Cost:

- Full kitchen or bathroom remodels
- Trend-driven updates
- Highly personalized improvements
- Projects that won't show well in photos
- Major upgrades without a clear return

If buyers can't see the value, they usually won't pay for it.

### WHERE SELLERS OVERSPEND

**Many sellers spend money on things that don't impact buyer decisions.**

- Common examples:
- Renovations better handled through pricing strategy
- Repairs buyers would prefer to choose themselves
- Improvements made without considering the local buyer pool
- Fixes that don't translate visually online

**Smart preparation focuses on perception, not perfection.**

# Why Strategy (& Staging) Change Everything

Most buyers form an opinion within seconds—often online.

## Strategic staging and presentation:

- Help buyers emotionally connect
- Make spaces feel larger and brighter
- Improve online engagement
- Reduce days on market
- Increase offer strength

This isn't about decorating—it's about marketing your home effectively.

## Results Speak for Themselves

Kitsap County Average DOM (days on Market 2025: 45

Our Listings Average DOM (days on Market in 2025: 8

# THE BOTTOM LINE

**Selling your home isn't a one-size-fits-all process.**

**The right strategy can:**

- Save you money
- Save you time
- Create better outcomes
- Reduce stress

If you're planning to sell in Kitsap County, you deserve more than generic advice—you deserve a plan tailored to your home and your goals.

## READY FOR A PERSONALIZED STRATEGY?

If you'd like help creating a selling plan specific to your home, I'm always happy to walk you through your options. No pressure, just honest guidance.



Scan the QR code to book a 30 minute discovery call with me.

