

Home Selling Prep Guide



*Everything you need to know about
preparing your home for a successful sale!*



www.ashleyfalanga.com



Getting Started

Preparing your home for a successful sale doesn't happen overnight. It's a thoughtful process that involves planning, organization, and strategic preparation. Taking the time to get your home market ready can make a significant difference in how quickly it sells and at what price. This guide will walk you through each step so you can move forward with clarity and confidence.

Where to Start

- Define your timeline
 - *Consider your ideal listing date, move date and any important deadlines.*
- Begin decluttering early
 - *Starting now reduces stress later and helps your home show better from day one.*
- Identify repairs and updates that need to be addressed
 - *Address small issues early on to avoid delays once your home hits the market.*
- Schedule a strategy consultation with a real estate agent
 - *A personalized plan ensures your home is positioned to sell for top value!*

Pre-Listing Planning

6-8 Weeks Before Listing



- Begin decluttering and organizing each room
 - *Start with spaces you use least. This helps keep steady progress, without disrupting your daily life.*
- Start minor repairs and maintenance
 - *Address small issues like touch-up paint, loose handles or dripping faucets.*
- Research moving companies or storage options
 - *Compare pricing, availability and reviews. Booking early often gives you better rates and flexibility.*
- Begin gathering packing supplies
 - *Collect boxes, tape, scissors, labels and other packing supplies.*

Pre-Listing Planning

3-4 Weeks Before Listing



- Start packing non-essential items
 - *Start boxing items you won't need before the move. Focus on seasonal decor, extra linens/clothing and rarely used kitchen items.*
- Organize important documents
 - *Gather warranties, manuals and utility information to have everything easily accessible when needed*
- Deep clean or schedule professional cleaning
 - *Focus on kitchens, bathrooms, floors and windows. Buyers notice cleanliness immediately.*
- Prepare for staging
 - *Start simplifying decor and removing all personalized items, including photos, diplomas and awards.*

Pre-Listing Planning

1-2 Weeks Before Listing



- Complete final decluttering and cleaning
 - *Walk through your home with a buyer's eye and remove anything that feels cluttered or personal.*
- Pack remaining non-daily items
 - *Keep only every day essentials accessible to maintain a show-ready space.*
- Sign listing agreement
 - *This step formalizes our partnership and allows your home to be professionally marketed across all platforms.*
- Finalize staging and prepare for professional photography
 - *Your home should be fully cleaned, staged and photo ready. Staging and high quality photography can attract more buyers and lead to a higher sale price.*

Listing Week!

This is the week your home hits the market! With the right preparation and strategy, listing week is designed to generate maximum exposure, strong interest and high quality offers.

What Happens During Listing Week

- Professional photos and marketing are released
 - *Your home is showcased online with high-quality visuals and compelling listing details.*
- A sign may be placed in your yard
- Your listing goes live!
 - *Your listing is entered into the Multiple Listing Service (MLS) and syndicated to major platforms like Zillow, Redfin and Realtor.com*
- Open house hosted first weekend
 - *This allows multiple buyers to experience your home at the same time, creating energy, visibility and a sense of demand.*
- Private showings begin after first open house
 - *Individual tours allow serious buyers to revisit the home and move forward with strong interest.*



Reviewing & Negotiating Offers

Receiving an offer is exciting – but the strongest offer isn't always the highest. This stage is about carefully evaluating each offer and negotiating terms that align with your goals.



What to Consider When Reviewing Offers

- Offer price
 - *The purchase price is important—but it's only one part of the full picture.*
- Financing terms
 - *Is the buyer pre-approved? Are they using financing or cash?*
- Contingencies
 - *Inspection, appraisal, and financing contingencies can impact the strength and certainty of the offer.*
- Closing timeline
 - *Does the buyer's timeline align with your moving plans?*
- Deposits (Earnest Money)
 - *A stronger deposit can signal a more committed buyer.*

Closing Day!

Closing day is the final step in your home selling journey. After all the preparation, showings, and negotiations, this is when ownership officially transfers to the buyer—and your next chapter begins!



- Final walkthrough is completed
 - *The buyer confirms the home is in agreed-upon condition before closing.*
- Closing documents are signed
 - *All final paperwork is reviewed and signed to transfer ownership.*
- Funds are transferred
 - *Proceeds from the sale are distributed according to the closing statement.*
- Keys are handed over and the buyer officially takes possession of the home.
 - *Your next journey has officially started!*

Home Selling Declutter Checklist

Living Areas

- Remove excess furniture to create open space
- Clear coffee tables, shelves, and mantels
- Pack away personal photos and décor
- Hide cords, remotes, and electronics
- Store books, magazines, and extra items



Kitchen

- Clear countertops (leave only 1–2 items)
- Remove magnets, notes, and items from fridge
- Clean out pantry (discard expired items)
- Organize cabinets and drawers
- Remove duplicate or rarely used appliances



Bedrooms

- Pack off-season clothing
- Minimize closet contents (aim for 50% full)
- Remove excess furniture
- Clear nightstands and dressers
- Store valuables and personal items

Entryways & Closets

- Reduce shoes and coats
- Keep entry clean and open
- Organize storage spaces
- Store seasonal items



Meet Your Agent!



Hi, I'm Ashley Falanga, your local real estate expert serving Norfolk County. I specialize in helping homeowners prepare, position, and successfully sell their homes with a strategy that goes beyond just listing. I understand that selling a home isn't just a transaction—it's a major life transition. My approach is built on clear communication, thoughtful planning, and a commitment to helping you achieve the best possible outcome!

What You Can Expect When Working With Me

- A clear, step-by-step plan from preparation to closing
- Honest guidance and consistent communication
- Strategic marketing and positioning to maximize your home's value
- Access to trusted local vendors and resources

Every home and every seller is unique. I take a tailored approach to each listing, focusing on preparation, presentation, and strategy to ensure your home stands out in the market. From decluttering and staging to negotiation and closing, I'm here to guide you through each step with professionalism and care.

Ready to list your home? Let's connect!



Ashley Falanga

623-693-4631

Homes@ashleyfalanga.com

www.ashleyfalanga.com

Real Broker MA, LLC



Need to Declutter Your Home for a Move?



I'm Allison Rothwell, a Decluttering Coach trained and certified by Dana K. White, author of Decluttering at the Speed of Life (a Wall Street Journal bestseller). I serve clients in person in MA & RI, and virtually, as well. Using the No Mess Decluttering Method, I will help you declutter your home so you can get it showcase ready!

- ✔ Downsizing
- ✔ Getting Ready for Movers
- ✔ Empty Nest
- ✔ Preparing Your House for Sale

Allison Rothwell

CERTIFIED DECLUTTERING COACH

rothwellorganized@gmail.com

☎ (781) 752-6125

🌐 www.rothwellorganized.com

📍 Servicing MA and Rhode Island.
Virtual options available.