

The Seller Handshake & Prep Checklist

A high-impact, step-by-step roadmap to maximize your beachside home's value before listing.



1. EXTERIOR & BEACHSIDE CURB APPEAL



FIRST IMPRESSIONS

Power-wash everything: Clean driveway, front porch, siding, and garage door to strip away coastal salt spray and mildew.

Refresh the front entryway: Apply a clean coat of paint to the front door and upgrade house numbers & hardware to modern finishes.

Crisp up landscaping: Lay down fresh dark mulch or pine bark, trim palm fronds, and add two matching potted plants by the door.

Upgrade exterior lighting: Replace dated porch and garage fixtures with clean, weather-resistant styles.

2. INTERIOR PREP & STAGING STRATEGY



BUYER CONNECTION

Declutter by 50%: Clear off kitchen countertops, bathroom vanities, and excessive decorative items to create open visual space.

Depersonalize: Pack away family photos, personal keepsakes, and visible paperwork so buyers imagine their own life in the space.

Maximize natural light: Wash windows inside and out, open all blinds/shutters, and replace burned-out lightbulbs with warm 2700K–3000K LEDs.

Deep clean & neutralize odors: Clean carpets, tile grout, and air vents. Ensure a crisp, ocean-breeze fresh smell throughout.

3. MECHANICAL, LEGAL & FINANCIAL HANDSHAKE



TRANSACTION READY

Complete pre-listing inspection items: Service the HVAC unit, check roof age/condition, and fix minor leaky faucets or sticky doors.

Gather home documentation: Compile warranties, solar leases/agreements, utility bills, HOA disclosures, and recent repair receipts.

Review seller concessions strategy: Consult with Geoff & Laura on mortgage financing options that make your listing attractive to buyers.

💡 THE DOORS TO SHORES ADVANTAGE

Don't over-improve on items that won't yield a return. We provide custom pre-listing consultations to pinpoint the exact 3–4 high-ROI items your specific home needs before going to market. If you are doing the upgrades just for your heart happiness level, Go For It!



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