



Property Prep Checklist

Getting your home market-ready



BLACKSTREAM | CHRISTIE'S INTERNATIONAL REAL ESTATE

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PROPERTY PREP CHECKLIST

Room by room, before the lens

First impressions are made online. Every room needs to photograph well before it needs to show well. Work through this list methodically. If something feels like too much, call Erin or Annette. We have people for that.

KITCHEN

☐ **Clear all countertops completely**

Leave one styled vignette only: flowers, a cutting board, olive oil. Everything else goes in cabinets or off-site.

☐ **Clean and organize inside cabinets and pantry**

Buyers open doors. Neat shelves signal a well-maintained home. Half-empty reads as spacious.

☐ **Deep clean appliances inside and out**

Stainless steel should be streak-free. Oven interiors matter during inspections.

☐ **Remove everything from the refrigerator door**

Magnets, photos, artwork, grocery lists. All of it.

☐ **Hide dish soap, sponges, and drying racks**

Tuck under the sink before every showing.

☐ **Replace burned-out bulbs and maximize lighting**

Every fixture working. Under-cabinet lights on. Bright kitchens sell.

LIVING AREAS

☐ **Edit furniture down to essential pieces**

Rooms look larger with less. Remove anything that crowds walkways or blocks sightlines to windows.

☐ **Remove personal photos and family memorabilia**

Buyers need to picture themselves here, not your family. Store it all off-site.

☐ **Style bookshelves and mantels simply**

Edit to one-third capacity. Group by color or size. One object per shelf grouping.

☐ **Stow all remotes, chargers, and cords**

Tuck into drawers or baskets. Cord clutter photographs terribly.

☐ **Fluff and arrange throw pillows and blankets**

Two or three pillows per sofa, one folded throw. Symmetrical, minimal.

☐ **Clear entryways and mudrooms of shoes, coats, and bags**

The entry is the first interior impression. A cluttered mudroom tells buyers the house lacks storage.

BEDROOMS

☐ **Make beds with fresh, smoothed linens**

White or neutral tones photograph best. Add two decorative pillows and a folded throw at the foot.

☐ **Clear nightstands to one item each**

A lamp and one small object. Everything else goes in the drawer.

☐ **Empty and organize closets to 60% capacity**

Buyers evaluate closet size. Packed closets read as too small. Color-coordinate what stays.

☐ **Remove exercise equipment and office setups**

If the bedroom doubles as a gym, the buyer sees a room too small for its purpose.

BATHROOMS

☐ **Clear all counters completely**

No toothbrushes, products, or soap dispensers visible. One styled item only: a small plant or candle.

☐ **Hang fresh, matching white towels**

Rolled or folded neatly. White reads as clean and hotel-quality.

☐ **Deep clean grout, glass, and fixtures**

Shine every surface. Re-caulk if discolored. Costs \$30, adds thousands in perception.

☐ **Toilet lids down, always**

Every photo, every showing, no exceptions.

☐ **Replace shower curtains if stained or dated**

A \$20 white waffle-weave curtain changes the entire room.

EXTERIOR, GARAGE & UTILITY

☐ **Mow the lawn within 48 hours of photos and showings**

Fresh-cut edges frame the house. Mulch beds should be edged and topped off.

☐ **Power-wash driveway, walkways, and siding**

Single highest-return prep task. Often under \$300 and it transforms the approach.

☐ **Clean and arrange outdoor furniture, clean the grill**

Cushions on, pillows placed. Grill wiped down, cover off if it looks good, on if it does not. Empty beats shabby.

☐ **Paint or stain the front door if needed**

First physical impression. A fresh coat costs \$50 and a Saturday morning.

☐ **Remove all vehicles from the driveway for photos**

Nothing in the driveway. Nothing on the street in front of the home.

☐ **Mailbox empty, no packages visible**

Every detail counts in photos. An overstuffed mailbox signals vacancy.

☐ **Clean garage floor and organize storage**

Sweep or hose down. Stack bins neatly against walls. Buyers evaluate garage functionality.

☐ **Clear laundry rooms of all clutter**

No clothes, detergent bottles, or ironing boards visible. Clean surfaces only.

☐ **Tidy mechanical spaces and label the HVAC filter with its last change date**

PHOTOGRAPHY DAY

The forty-eight hours that matter most

Our sessions run two to four hours. We strongly recommend all residents and pets vacate the property during the shoot. The crew needs to move freely and capture each space at its best.

THE DAY BEFORE

- ☐ Confirm the lawn is freshly mowed and beds are edged
Schedule mowing for the day before. Fresh lines photograph beautifully.
- ☐ Complete any outstanding prep from the room-by-room list
Walk every room with this checklist in hand. Last chance before the lens.
- ☐ Confirm pool or hot tub water is clear and the cover removed
Cloudy water kills the outdoor shot. Shock it two days ahead if needed.
- ☐ Remove seasonal decor unless the listing is timed for that season
Holiday wreaths in March are a red flag to buyers.

MORNING OF THE SHOOT

- ☐ Turn on every light in the house
Overheads, lamps, under-cabinet, accent, closet lights. Every single one.
- ☐ Open all blinds and shutters to the same position per floor
Consistency matters. Mismatched blinds look chaotic in wide shots.
- ☐ Turn off all ceiling fans
Spinning blades blur in photos and distract the eye.
- ☐ Turn off all TVs and computer screens
Black screens are fine. Glowing screens ruin the shot.

☐ **Clean and style the fireplace, and light it if gas**

Confirm timing with the crew. Logs stacked neatly, screen closed or removed. A lit fireplace adds warmth and sells the lifestyle.

☐ **Remove all pets, pet beds, bowls, crates, and toys**

We love your dog. The buyer does not want to see evidence of your dog.

☐ **Remove all trash cans from visible areas**

Every room. Under sinks, behind doors. Gone.

☐ **Leave the property 15 minutes before the crew arrives**

Cars out of the driveway. Every car, not just yours.

SHOWING CHECKLIST

Run this before every single one

Once you are active on MLS, showing requests come fast. Keep this on the fridge and run through it before every showing. The first one sets the tone.

BEFORE THE FIRST SHOWING

- ☐ Have the home professionally deep cleaned, if able
This is not a vacuum-and-wipe situation. Floors, baseboards, windows, fixtures. Worth every dollar.
- ☐ Replace any warm or yellow bulbs with 3000K LED in every fixture
Consistent color temperature makes a home feel cohesive. Mixed lighting makes buyers uneasy without knowing why.
- ☐ Hide all prescription medications and valuables in a locked space
Open houses mean strangers in your medicine cabinet. Not a hack, just reality.

EVERY SHOWING

- ☐ Set the thermostat two degrees cooler in summer, two warmer in winter
Buyers who feel good stay longer. Buyers who are too hot or too cold leave faster.
- ☐ Open all blinds and turn on all lights
Same protocol as photography day. Bright and open, every time.
- ☐ Fresh flowers on the kitchen island and entry table
Simple arrangements. White or green. Nothing overpowering.
- ☐ Set the dining table for four
Plates, napkins, wine glasses. Sells the lifestyle, not the square footage. Costs nothing, photographs beautifully.

☐ **Bowl of lemons on the kitchen counter**

Reads clean, smells fresh, photographs like a magazine spread. Every stager's go-to.

☐ **Remove all daily-life clutter**

Backpacks, mail, keys, dog leashes, shoes by the door. All of it, every time.

☐ **Take out the trash and recycling**

Full bins smell. Even if pickup is tomorrow.

☐ **Make all beds and close all closet doors**

Quick walk-through. Two minutes per bedroom.

☐ **Wipe down kitchen and bathroom surfaces**

Quick pass with a microfiber cloth. Water spots on faucets are visible.

☐ **Run the shower hot for 60 seconds, then wipe mirrors with a dry microfiber**

Streak-free shine, zero products needed. Works on glass shower doors too.

☐ **One diffuser only**

We recommend The One Diffuser by Scentiment. One scent, lightly. Buyers are suspicious of heavy fragrance. It signals you are hiding something.

☐ **Turn on light background music**

Jazz in the Background on Alexa, or Cocktail Lounge on Spotify. Low volume. Sets a mood without competing with conversation.

☐ **Crack two windows on opposite sides of the house 15 minutes before**

A cross-breeze makes a home feel alive instead of sealed up.

☐ **Leave interior doors slightly ajar in each hallway**

Buyers subconsciously walk toward open doors. It controls their path through the house.

☐ **Put the garage door down**

Always. An open garage is visual noise and makes buyers think storage problem.

☐ **Leave the property 15 minutes before the showing**

Take the pets. Take the kids. Take yourself. Buyers do not speak freely in front of sellers.

WHO CAN DO THIS FOR YOU

You do not have to do any of it yourself

These are the people we send our own sellers to. Call them directly, or call Ray and he will arrange it. If you need a specialist who is not on this list, Ray knows someone.

STAGING	Linden Creek 864-214-4193
INTERIOR DESIGN	Kerry Howard, Howard House Interiors (404) 234-5902 kerry@howardhouseinteriors.com
CLEANING	Harris Cleaning LLC 864-884-6345 harris.cleaningllc@gmail.com
CLEANING	Lusso Cleaning Marla 828-226-7081
PROFESSIONAL ORGANIZER	Wood & Wicker Celeste Oddo 704-937-5746
MOVING	Swamp Rabbit Moving (864) 999-4410 swamprabbitmoving.com
PRESSURE WASHING, PAINTING, LANDSCAPING, HANDYMAN, PLUMBING	Contact Ray Mack (864) 546-0189 ray@damianhallgroup.com

Ray Mack is our Vendor Concierge. Scheduling, access, and follow-up are handled by us if you would rather not manage it.

Rooms, quotes, dates, anything you want to remember



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Nothing on this list is optional on the day it matters. Work it once properly and the rest of the process gets easier.

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Property Prep Checklist
Companion to A Seller's Field Guide
Greenville, South Carolina