

THE PRE-LISTING CHECKLIST: 30 DAYS BEFORE YOU LIST

The sequence I run with my own sellers – so the week you go live, everything is already done, and buyers see a home that was prepared, not rushed.

30 DAYS OUT – STRATEGY

- ☐ Get a real pricing read – not an online estimate. Condition, layout, lot, and current buyer demand move the number.
- ☐ Decide on a pre-listing inspection – know what a buyer's inspector will find before they do.
- ☐ Pull your paperwork – permits, HOA docs, improvements list, and anything on title that needs solving early (trusts, liens, vesting).
- ☐ Choose: full market or quiet launch – some homes benefit from an off-market preview first.

21 DAYS OUT – PREPARE

- ☐ Fix only what pays – small repairs buyers notice; skip the big renovation (it rarely returns at sale).
- ☐ Declutter by half, then half again – closets and garages included; buyers open everything.
- ☐ Book staging or a styling consult – staged coastal homes photograph and show measurably better.

14 DAYS OUT – MARKET PREP

- ☐ Schedule photos for the light – morning for east-facing, golden hour for the view side.
- ☐ Approve the marketing plan – where the home appears, in what order, and what happens before day one.
- ☐ Handle disclosures early – a clean, complete disclosure package keeps escrow calm later.

7 DAYS OUT – FINAL POLISH

- ☐ Deep clean like a hotel – windows, grout, baseboards. Buyers equate clean with cared-for.
- ☐ Curb appeal pass – entry, house numbers, porch light, fresh doormat. The first 10 seconds set the price feeling.
- ☐ Walk it like a buyer – phone camera in hand, front door to back fence. Fix what makes you pause.

WHAT NOT TO DO

Don't remodel the kitchen, don't overprice "to leave room," and don't list before the home is ready – the first two weeks on market do the heavy lifting, and you only get them once.

Want this run for your home?

I'll walk your property, give you the honest fix-vs-skip list, and a pricing strategy built on what buyers are paying right now.

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SCAN FOR THE FULL SELLER GUIDE

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