

THE SOUTH SOUND SELLER'S PRE-LISTING CHECKLIST

30 Days to a Top-Dollar Sale

The exact pre-listing playbook Team Farrah uses on every Pierce County listing.

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\$280M+
IN CLOSINGS

150+
VERIFIED REVIEWS

A free guide from Team Farrah, your top 1% Pierce County real estate team.

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Why a Pre-Listing Checklist Matters

The work you do in the 30 days before your home hits the market is the single biggest lever you have on price. In Pierce County, prepared homes consistently sell faster and for 3-8% more than unprepared homes in the same neighborhood — even when condition is similar. This checklist walks you through what to do, in what order, with no fluff.

4 Weeks Before Listing — Deep Cleaning & Decluttering

- Declutter every room. If you haven't used it in 6 months, box it up and store it offsite or in the garage. Cluttered rooms look smaller and feel less appealing in photos.
- Deep clean the kitchen — inside and outside of appliances, inside cabinets, under the sink, behind the fridge.
- Deep clean bathrooms — grout, shower doors, behind toilets, vent fans.
- Wipe down baseboards, light switches, door frames, and crown molding. Buyers notice the details.
- Clean all windows, inside and out. Natural light = perceived value.
- Remove or replace any items that smell — old rugs, smoky curtains, pet beds. Smell is the #1 thing buyers can't unsmell.

3 Weeks Before — Light Repairs & Touch-Ups

- Touch up paint on walls, trim, and doors. Use leftover paint or have us recommend a painter who matches existing colors.
- Fix any chipped paint on exterior trim or doors — VA appraisers flag this, and so do buyers.
- Repair leaky faucets, running toilets, squeaky doors. These are tiny issues but feel like deferred maintenance to buyers.
- Replace burned-out lightbulbs. Use warm white (2700K-3000K). Cold-temperature bulbs make rooms feel sterile.

- Replace HVAC filters. Buyers (and inspectors) check them.
- Patch any holes in walls, including nail holes from removed art.

2 Weeks Before — Staging & Curb Appeal

- Stage the living room around the focal point (fireplace or main window), not the TV.
- Make every bed. White or neutral bedding photographs best.
- Clear all kitchen and bathroom countertops down to 1-2 items max.
- Mow, edge, and weed the front lawn. Trim back overgrown shrubs.
- Pressure-wash the driveway, walkway, and exterior siding if needed.
- Plant 1-2 pots of fresh flowers at the front door. Fresh black mulch in front beds.
- Replace the welcome mat. Old worn mats kill first impressions.
- Clean exterior windows and screens.

1 Week Before — Photo & Showing Prep

- Photographer comes (provided by Team Farrah at no charge). Plan on 2-3 hours.
- Remove all family photos, religious items, political items, and personalized art for photos.
- Hide pet bowls, litter boxes, leashes, and toys during photos and showings.
- Put away kitchen sponges, dish soap, coffee makers, paper towels.
- Open all blinds and turn on every light right before photos and every showing.
- Make sure thermostat is set to 70°F.
- Plan a showing-ready routine: 10-minute exit before each showing.

Listing Day & Beyond

- Listing goes live on MLS, syndicates to Zillow, Realtor.com, and 100+ partner sites.
- Plan for the first weekend to be busy. Expect 6-15 showings in the first 72 hours if priced right.

- Keep the house showing-ready every day for at least 14 days. Mess accumulates fast — clean nightly.
- Be flexible on showing times. The buyer you're hoping for has a job too.
- Don't take low offers personally. We'll talk you through every one and recommend a strategy.

What NOT to Spend Money On

Save your money on these. Most sellers waste \$5K-\$15K on the wrong improvements before listing. Don't be that seller.

Major renovations.

Don't redo the kitchen or bath right before selling. You will not recoup the cost. Buyers will redo it to their taste anyway.

New flooring throughout.

Refinish hardwoods if they're scratched. Replace carpet only if it's truly worn out or stained. Otherwise, leave it.

Pool installation.

Pools rarely pay back in Pierce County. The cost outweighs the resale benefit.

High-end smart home tech.

Buyers expect Nest, Ring, etc. They don't pay extra for it.

Bold paint colors.

Neutrals only. White, warm gray, or a very soft off-white throughout.

What to Spend On (Real Returns)

Professional cleaning (\$350-\$600).

Pays back 5-10x. A pristine home photographs better and feels more valuable.

Interior paint touch-ups or full refresh (\$1,500-\$5,000).

Best ROI of any pre-listing investment in Pierce County.

Light staging (\$500-\$2,500).

Even renting a few key pieces (sofa, dining table, bedroom set) helps empty rooms photograph well.

Landscaping refresh (\$300-\$1,500).

Mulch, fresh flowers, edged lawn, pruned shrubs. First impression sets the offer ceiling.

Inspector pre-inspection (\$450-\$650).

Optional but worth it for older homes. Lets you fix issues before buyers find them.

Ready to Sell? Start with a Free Valuation.

Team Farrah is a top 1% nationwide listing team based in Lakewood, WA. We've closed over \$280 million in South Sound listings and earned 150+ verified five-star reviews. Most of our Pierce County listings go under contract within 2-4 weeks.

Your first step is a free, no-obligation home valuation. We'll pull recent comparable sales in your specific neighborhood, factor in your home's condition and upgrades, and send a detailed report within one business day. From there you decide — list with us, list with someone else, or just sit on the info. Zero pressure either way.

CALL OR TEXT YOUR ADDRESS **253-232-5512**

WEBSITE **teamkfarrah.com**

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