



BELLA CASA
STAGING & REDESIGN

HOME SELLING CHECKLIST

Creating Curb Appeal Please address all items checked

Outside:

- Sweep your sidewalks.
- Get rid of grass and weeds that have sprouted up in between the cracks of the sidewalk.
- All pet "leavings" need to be removed.
- Pick up any clutter
- Pick up any sort of yard debris (leaves, branches, etc.)
- Clear all gutters.
- Wash all windows so they sparkle. Remove and store window screens
- Power wash siding or brick to make it as attractive as possible.
- Kill and clean any mold and mildew on the house, sidewalks, roof, or driveway
- Mow and fertilize grass
- Weed, trim and mulch all front flower beds.
- Add flowers and plants (see agent for placement)
- Remove "warning" or "beware" signs that create an unfriendly atmosphere.

Doorway:

- Sweep and wash the front porch.
- Clean the door or even better re-paint the door so it looks very fresh and welcoming
- Door sticks or squeaks
- Add healthy new highly colored potted plants to the porch or stoop, preferably yellow or red flowers in round black pots. Consider the contrast with the exterior color. No red with brick (for example)!
- Clean existing light fixtures or add lights to the front entrance to give it a welcoming look.
- Replace old house numbers with more fashionable ones or re-paint
- Clean shutters or re-paint if necessary
- Replace the "welcoming" mat...preferably with a black half-circle
- Polish or replace all tarnished hardware, including door handles.
- Make sure the doorbell is clean and in working order.
- If possible, make sure no cars are parked in front of the home.
- Dust off any awnings and make sure there are no cobwebs.
- Trim any bushes that are impeding someone's entrance into the home.
- Clean the mailbox, or get a new attractive one. No "unique" mailboxes!

Backyard:

- Clean all patio furniture.
- Make sure grills are scrubbed and exteriors are wiped down.
- Grass should be mowed and fertilized.
- Patios and decks should be swept and power-washed.
- Grass in pavement cracks should be weeded.
- Yard droppings like leaves or acorns should be raked up and disposed of.
- Kiddie pools, trampolines, swing sets need to be removed, if possible
- Any garbage cans or disposal areas should be out of sight.

Interior Home Staging

Once people enter your home, you want them to stay long enough to appreciate it. Studies have shown that prospective buyers may make up their minds they are **NOT** interested in a house during the first 30 seconds (or less)!

Entrance Area/Foyer

Step One: Declutter

- Objects are blocking the front door from opening completely. Please remove these objects: _____
- Coats, shoes, umbrellas or other personal objects must be removed.
- Small rugs on the floor interfere with movement
- Mail, keys, or other items are deposited at the door
- Objects block movement through the area. Please remove these items and do the following: _____

Step Two: Deep Clean – **PLEASE understand the importance of this item throughout the entire house!**

Complete and check off each item:

- Clean all windows to sparkling (eyes of the house). Don't forget the door side windows.
- Vacuum and clean all carpets and rugs.
- Dust and wash all walls, ceilings and baseboards.
- Damp mop your wood floors, and polish appropriately.
- Dust and polish all metal fixtures, including light fixtures, ceiling fans, and picture frames.
- Dust all furniture and accessories.
- Dust off and clean all blinds and launder or replace curtains.
- Dust off heater vents, and replace filters.
- Vacuum or sweep all hallways and stairwells.
- Clean corners and remove cobwebs

Step Three: Detail

The following repairs are needed in this room:

Step Four: Depersonalize

Remove all checked items:

- All family and personal photos
 - All collections
 - Religious art
 - Distinctive or distracting art that hurts the buyer's focus (see agent)
 - All bric-a-brac or little knickknacks
 - Personal clothing, hats or shoes
 - Other items _____
-

Living Room/Den

Step One: Declutter

Objects block movement through the area. Ensure there is a flow to/from every doorway including sliding glass doors.

- Remove 40 to 50% of items/books in a bookcase or on a shelf
- Remove these specific items _____

- _____ Remove magazines, books or other loose items from coffee table and side tables
- _____ Hide all electronic wires, lamp cords and electrical cords.
- _____ Organize remotes for electronics out of view
- _____ Have nothing on the floor unless it has “legs”. A table, a chair, a couch....all have legs.

Step Two: Deep Clean

- _____ Clean wood trim
- _____ Vacuum and clean all carpets and rugs.
- _____ Dust and wash all walls, ceilings and baseboards.
- _____ Damp mop wood floors, and polish appropriately.
- _____ Dust and polish all furniture. Use a polish with a clean scent, such as lemon.
- _____ Dust and polish all metal fixtures, including light fixtures, ceiling fans, and picture frames.
- _____ Dust and clean all glass surfaces, including mirrors and picture glass.
- _____ Remove all items from shelves and dust shelves
- _____ Dust lamp shades and light bulbs.
- _____ Remove all dried flowers.
- _____ Remove ashtrays and do not smoke or allow others to smoke in the house.
- _____ Dust and clean all books and accessories before replacing them on shelves
- _____ Dust all silk plants and clean with silk plant cleaner, if necessary
- _____ Dust off and clean all blinds and launder or replace curtains.
- _____ Dust off heater vents, and replace filters.
- _____ Vacuum or sweep all hallways and stairwells.
- _____ Place air fresheners, reed diffusers, or scented candles in the room (stay consistent with aroma and make it subtle)

Step Three: Detail

The following repairs are needed in this room:

Step Four: Depersonalize

Please remove these items:

Dining Room

Step One: Declutter

_____ Objects block movement through the area. Please remove the following items:

_____ Remove 40 to 50% of the items in the hutch

_____ Remove items on table

_____ Objects are not consistent with the room’s purpose. Remove the following items:

_____ Hide all electronic wires, lamp cords and electrical cords

_____ Remove extra chairs. No more than 4 dining chairs in the room.

Step Two Deep Clean:

Complete each item listed (see Step 2 in Living Room/Den for help)

_____ Place air fresheners, reed diffusers or scented candles in the room

Step Three: Detail

The following repairs are needed in this room:

Step Four: Depersonalize

Please remove all checked items:

- All family and personal photos
- All collections
- Religious art
- All distinctive and/or distracting art
- All bric-a-brac or little knickknacks

Master Bedroom

Step One: Declutter

- Remove all extra bed linens, blankets and pillows to a storage area.
- Objects block movement through the area. Please remove the following items:

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- Remove all items on side tables, chests or dressers
 - Remove seasonal items
 - Remove magazines, CDs, DVDs, books or other loose items from side tables
 - Remove all items stored under the bed
 - Objects are not consistent with the room’s purpose. Remove the following items:

-
- Hide all electronic wires, lamp cords and electrical cords.
 - Remove all personal clothing items from back door hooks

Step Two Deep Clean:

Complete each item listed (see Step 2 in Living Room/Den for help)

-
- Place air fresheners, reed diffusers or scented candles in the room – Vanilla, citrus are the top 2 that sell a house.

Step Three: Detail

The following repairs are needed in this room:

Step Four: Depersonalize

Please remove all checked items:

- All family and personal photos, especially of children and extended family
- All medication or health related paraphernalia
- All valuables
- All collections
- Religious art
- All distinctive and/or distracting art or statuary
- All bric-a-brac or little knickknacks

Master Bedroom Closet

Step One: Declutter

- Remove and store all seasonal clothing
- Remove 25% to 40% of clothing in closet
- Remove all items hanging from door hooks
- Remove all storage bins, suitcases or book bags
- Remove all items on the closet floor
- Hang all clothing in the same direction by color and function



Step Two: Deep Clean

Complete each item listed (see Step 2 in Living Room/Den for help)

Place air fresheners, reed diffusers or scented candles in the room

Step Three: Detail

The following repairs are needed in this area:

Step Four: Depersonalize:

Please remove all checked items:

- All visible sleeping or intimate apparel
- All health related items
- All clothes hampers and dirty clothing
- Sports-related clothing, and hats, including hunting equipment and gear, and clothing related a to sports team

Master Bathroom

Step One: Declutter

- Clean off countertops
- Remove all personal hygiene items, including toothbrush
- Remove all toiletries, including hair care items from tub, shower and counter
- Remove all personal affects. You may wish to use a traveling kit.
- Remove used towels from buyer's view. Replace with new unused sets of fluffy white towels.
- Remove excessive floor rugs
- Remove all personal clothing items, towels, etc from back door hooks
- Organize all areas under cabinets and get a BOX!
- Remove 25% - 40% of items in linen closet and re-organize. Make it look bigger.

Step Two: Deep Clean

Complete and check off each item.

- Use glass cleaner to make all mirrors sparkle
- Scrub out tub and polish all fixtures. Use toothbrush to clean around fixtures.
- Scrub out toilet and wipe down outside and put lid down. Remove toilet brush.
- Mop and polish the floor.
- Wash or replace all window curtains.
- Wash or replace shower curtain.
- Clean grout and bleach if necessary
- Reseal areas around tub, if necessary
- Replace bar soap and clean soap dish.
- Clean all water spots
- Clean all rust off fixtures or consider replacing
- Clean all windows to sparkling and remove screens.
- Clean wood trim
- Dust and wash all walls, ceilings and baseboards.
- Dust and polish all metal fixtures, including light fixtures, ceiling fans, and picture frames.
- Dust and clean all glass surfaces, including mirrors and picture glass.
- Remove all items from shelves and dust shelves
- Remove all items from cabinets and clean cabinets.
- Dust and/or replace light bulbs
- Dust off and clean all blinds.
- Dust off heater vents, and replace filters.
- Hide garbage can and empty daily
- Place air fresheners, reed diffusers or scented candles in the room

Step Three: Detail

The following repairs are needed in this room:

- Fix dripping faucets
 - Repair caulking cracks.
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Step Four: Depersonalize:

If any personal items remain after decluttering, such as photographs, please remove them.

Kitchen

Step One: Declutter

Objects block movement through the area. Please remove the following items:

Objects are not consistent with the room's purpose. Remove the following items:

- Remove or store any kitchen appliances on the counter. There should be no more than one (maybe 2) small appliances on the counter top.
- Remove all items from the top of the refrigerator and on the sides
- Remove all countertop kitchen knives and sharp objects
- Remove all personal mail, coupons, or junk mail

Kitchen Pantry

- Remove 25% to 40% of the items in the pantry
 - Remove all seasonings, spices and sauces whose expiration dates have passed, and replace remaining items with labels facing out.
 - Remove all pet food and pet items
 - Remove all unused appliances and discard, pack or donate.
 - Remove and discard any broken appliances
 - Place like items together with labels facing out
 - Prepack holiday dishware and utensils
 - Discard paper and plastic grocery bags
 - Remove any items hanging on the door, such as aprons or towels

Kitchen cabinets

- Organize with like items and patterns together
- Throw away any chipped or damaged glassware or crockery (anything that will NOT move with you)

Kitchen Drawers

- Remove all items and prepack or discard all unnecessary kitchen tools
- Use drawer organizers to maintain remaining items

Step Two: Deep Clean

Complete and check off each item.

Refrigerator

- Wipe down and clean front door and handles
- Clean top of refrigerator well
- Wipe down metal vent at bottom, and if possible, pull out and clean coils
- Clean inside of refrigerator well
- Use baking soda inside refrigerator to control odors

Cabinets

- Clean exterior of all cupboards with wood polish
- Remove all items from cabinets, wipe out and line shelves. Return only 75% of items
- Dust all decorative items on the tops of kitchen cabinets and return only 50 to 60%

Countertops



- Wipe down all counters daily
- Scrub sink and all sink fixtures to shining.
- Clean the grout and bleach or re-grout if necessary

Appliances

- Clean interior and exterior of microwave
- Wipe down exterior and interior of dishwasher
- Run hard water stain remover through dishwasher if needed
- Clean hood vents and ventilators (these can get really grimy)
- Clean garbage disposal and run a lemon through it to reduce bad smells consistently
- Clean oven, including oven window
- Scrub burners and replace if needed...make sure the space under the burners is also cleaned. Do not cover with aluminum foil, instead replace if necessary

Overall cleaning

- Empty, clean and hide garbage cans. If necessary, put in garage until showing is over.
- Clean and dust light fixtures.
- Discard or pack all faded or stained dishtowels.
- Clean all doors, walls, and light switches.
- Throw away dirty rags or sponges
- Clean and organize under sink area. Male buyers will look here especially.
- Clean all windows and skylights to sparkling. Consider removing and storing screens.
- Dust and clean all walls, doors, ceilings and baseboards.
- Dust and clean all glass surfaces, including mirrors and picture glass.
- Dust lamp fixtures and light bulbs
- Dust off and clean all blinds and launder or replace curtains.
- Dust off heater vents, and replace filters.
- Place air fresheners, reed diffusers or fresh flowers in the room

Step Three: Detail

The following repairs are needed in this room:

Step Four: Depersonalize

Please remove all checked items:

- All family and personal photos
- All refrigerator art and magnets
- All medications
- All bills, documents or personal mail
- All alcohol or drink paraphernalia
- Lunch boxes, book bags or other children's school items

Secondary Bedrooms

Step One: Declutter

- Make sure the bed in each room is attractively made each morning
 - Remove all extra bed linens, blankets and pillows to a storage area
 - Objects block movement through the area. Please remove the following items:
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- Remove all items on side tables, chests or dressers
 - Toys need to be removed or stored unless being used in home staging.
 - Diaper genies or other child care items need to be stored out of sight
 - Closets need to be organized and seasonal clothing stored
 - Remove magazines, CDs, DVDs, books or other loose items from side tables
 - Remove all items stored under the bed
 - Hide all electronic wires, lamp cords and electrical cords
 - Remove all personal clothing items from back door hooks

Step Two: Deep Clean

Complete and check off each item.

- Remove all bed linens and laundry
- Clean all windows to sparkling and remove screens
- Clean wood trim
- Vacuum and clean all carpets and rugs.
- Dust and wash all walls, ceilings and baseboards.
- Damp mop wood floors, and polish appropriately.
- Dust and polish all furniture. Use a polish with a clean scent, such as lemon.
- Dust and polish all metal fixtures, including light fixtures, ceiling fans, and picture frames.
- Dust and clean all glass surfaces, including mirrors and picture glass.
- Remove all items from shelves and dust shelves
- Dust lamp shades and light bulbs.
- Remove all dried flowers.
- Dust and clean all books and accessories before replacing them on shelves
- Dust all silk plants and clean with silk plant cleaner, if necessary
- Dust off and clean all blinds and launder or replace curtains.
- Dust off heater vents, and replace filters.
- Place air fresheners in the room

Step Three: Detail

The following repairs are needed in this room:

Step Four: Depersonalize

Please remove all checked items:

- All family and personal photos
- All collections
- Religious art
- All distinctive and/or distracting art
- Items with children's names, especially if prominently displayed
- Theme related decorations

Secondary Bathroom(s)

Bathrooms:

- Hide the garbage can.
- Clean off countertops
- Hide used towels from buyer's view. Replace with new unused sets.
- Use glass cleaner to make all mirrors sparkle
- Scrub out tub and polish all fixtures.
- Replace anything rusty
- Scrub out toilet and wipe down outside/close lid/hide toilet brush
- Remove all personal affects. Provide storage bin for children's items.
- Mop and polish the floor.
- Wash or replace all window curtains.
- Wash or replace shower curtain, especially if it has a theme
- Remove throw rugs if necessary
- Clean grout, bleach and re-grout if necessary.
- Replace bar soap and clean soap dish. Replace bar soap with a nice soap pump
- Clean all water spots
- Keep doors shut and toilet seats down.

General "Showing" Items

- During showings, open all drapes and blinds and turn on the following lights:
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- _____ Make sure there are no negative odors anywhere in your house
- _____ Remove all evidence of pets, including food dishes, litter boxes, beds and toys.
- _____ Pets should not be present during showings
- _____ Remove valuables and personal documents from drawers that might be opened
- _____ All personal mail should be out of view in a secure place.
- _____ During showings play “easy listening” music at a low level. Make sure the music is subtle and does not have negative associations or reflect strong personal tastes.
- _____ During showings make sure the house temperature is comfortable between 68 – 72 degrees
- _____ Place some candy in a dish, or leave some fresh cookies on the counter, with an invitation for the potential buyer to enjoy.

IMPORTANT: Potential buyers are very uncomfortable when the homeowner is present during a showing. For that reason, you should plan to be away during the time period the home is likely to be shown! Take out all “boxes” when showing and when leaving for long periods like going to work.