Pre-Listing Checklist

Prepare your property for listing with this comprehensive checklist. Maximize marketability, attract buyers, and streamline the pre-listing process for a successful sale.



KITCHEN

- [ ] Clean all cabinets.
- [ ] Remove garbage.
- [ ] Organize pantry and refrigerator.
- [ ] Wipe down countertops and appliances.
- [ ] Check for any leaks or plumbing issues.



BEDROOMS

- [ ] Declutter and remove personal items.
- [ ] Vacuum or clean carpets.
- [ ] Dust furniture and surfaces.
- [ ] Make beds neatly.
- [ ] Ensure proper lighting and functioning of switches.



BATHROOMS

- [ ] Clean and sanitize all surfaces.
- [ ] Scrub toilets, sinks, and bathtubs.
- [ ] Polish mirrors and fixtures.
- [ ] Remove any mold or mildew.
- [ ] Restock toilet paper, towels, and toiletries.



LIVING ROOM

- [ ] Dust and clean all furniture.
- [ ] Vacuum or clean the floor.
- [ ] Arrange pillows and decor.
- [ ] Check lighting and replace bulbs if needed.
- [ ] Remove any pet hair or odors.



DINING AREA

- [ ] Clean the dining table and chairs.
- [ ] Vacuum or clean the floor.
- [ ] Check for any stains or spills.
- [ ] Ensure proper lighting and replace bulbs if necessary.
- [ ] Organize any dining accessories or tableware.



ENTRYWAY

- [ ] Clean the front door and windows.
- [ ] Sweep or mop the floor.
- [ ] Remove any clutter or personal items.
- [ ] Check the functionality of doorbell and locks.
- [ ] Add a welcoming touch with fresh flowers or a doormat.

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EXTERIOR

- [ ] Mow the lawn and trim bushes.
- [ ] Clear walkways and remove debris.
- [ ] Clean windows and pressure wash the exterior.
- [ ] Repair any visible damages or cracks.
- [ ] Ensure proper functioning of outdoor lighting.



WINDOWS

- [ ] Clean both the interior and exterior of windows.
- [ ] Remove any dirt or grime from window sills.
- [ ] Check for any cracks or broken glass.
- [ ] Test the functionality of window locks and latches.
- [ ] Consider adding curtains or blinds for privacy.



GARAGE

- [ ] Organize and declutter the space.
- [ ] Sweep or clean the floor.
- [ ] Check the functionality of garage doors and openers.
- [ ] Remove any hazardous materials or chemicals.
- [ ] Ensure proper storage of tools and equipment.



HVAC SYSTEM

- [ ] Change or clean air filters.
- [ ] Test the heating and cooling systems.
- [ ] Remove any debris or obstructions around vents.
- [ ] Schedule a professional inspection if needed.
- [ ] Ensure proper thermostat functionality.



LAUNDRY ROOM

- [ ] Clean and wipe down the washing machine and dryer.
- [ ] Remove lint from the dryer filter.
- [ ] Organize laundry supplies and detergents.
- [ ] Check for any leaks or plumbing issues.
- [ ] Ensure proper ventilation and exhaust.



ELECTRICAL SYSTEM

- [ ] Check all light switches and outlets for proper functioning.
- [ ] Replace any faulty switches or outlets.
- [ ] Test the functionality of ceiling fans.
- [ ] Inspect the electrical panel for any issues.
- [ ] Consider adding surge protectors for valuable electronics.

Ultimate Home Selling Roadmap

A step-by-step guide to take your home from listing preparation to closing day.

1. **Choose a reputable real estate agent** who specializes in your market.
2. **Set the right listing price** based on a thorough market analysis.
3. **Prepare your home** by decluttering, deep cleaning, and staging it to showcase its best features.
4. **Invest in professional photography** and a compelling listing description.
5. **Market your home aggressively** through online platforms, social media, and traditional channels.
6. **Evaluate offers and negotiate terms** to secure the best deal for your property.
7. **Complete inspections** and address any necessary repairs or improvements.
8. **Work with a trusted title company** to handle the closing process and help ensure a smooth transaction.
9. **Prepare for the move** by organizing your belongings and arranging utilities and change of address.
10. **Conduct a final walkthrough** to ensure the home is in the agreed-upon condition.
11. **Close the sale,** sign the necessary documents, and transfer ownership to the buyer.

BUILD Not Grind

A note for the agent

These three pages come from the printed supplements Robbie's team leaves with the owner at a listing appointment. They carry no branding, so you can print them and hand them to your next seller.

The Roadmap

Sets the big picture. Start here so the seller sees every step from listing preparation to closing day.

The Checklist

Gets them thinking about action steps. Leave it with them so the home is ready before photo day.

The folder

Put both in your listing folder. A prepared folder tells the seller you prepared for them before you say a word.

THE POWERHOUSE LISTING SYSTEM

What goes in the rest of the folder

These handouts are a small piece of the folder. The full system gives you the 26-page listing presentation that goes with them, the questions to ask at the table, and the scripts for pricing and objections, across six modules.

1. The Power of a Strong Listing Presentation
2. The Power of a Strong Meeting with the Seller
3. Price It Right. Win the Listing.
4. Market It Right. Get It Sold.
5. From Contract to Keys
6. Beyond the Closing Table



- Six modules, each with its own video session
- A 26-page listing presentation to make your own
- One payment. No subscription.
- A 192-page workbook of scripts and templates
- 90 days of the monthly Alumni Call, live with us



Robbie Johnson

CO-FOUNDER AND HEAD COACH

24+ years in real estate and a licensed broker in two states. Her team lists more than 250 homes a year.



Alex Masters

CO-FOUNDER AND COACH

12 years in real estate as an agent and productivity coach. He trains agents on how to price homes.

SEE EVERYTHING INSIDE THE PACKET

buildnotgrind.com/listing-packet

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