



PRE-LISTING CHECKLISTS

Preparing your home for sale in St Louis



PLAN & PRIORITIZE

This is the strategy phase.

4-6 Weeks before Listing

ACTION STEPS	
Walk your Home Like a Buyer	✓
<ul style="list-style-type: none">• Enter through the front door – whats your first impression?	
<ul style="list-style-type: none">• Note any smells to be addressed (pets, cooking, mustiness?)	
<ul style="list-style-type: none">• Look for visual distractions (clutter, cords, mismatched finishes)	
Identify Repairs + Updates	
<ul style="list-style-type: none">• Loose handles, hinges or hardware	
<ul style="list-style-type: none">• Wall damage, scuffs, nail holes (mark with a piece of painters tape)	
<ul style="list-style-type: none">• Outdated or inconsistent lighting	
<ul style="list-style-type: none">• Worn flooring or stained carpet	
Consult Professionals	
<ul style="list-style-type: none">• Schedule staging consultation	
<ul style="list-style-type: none">• Connect with agent	
<ul style="list-style-type: none">• Gather vendor quotes (painters, cleaners, etc.)	



EXECUTION PHASE

This is where the transformation becomes visible.

3-2 Weeks Before Listing

ACTION STEPS	✓
Complete all repairs	
Interior:	
• Patch + paint walls	
• Fix doors that stick or squeak	
• Replace burnt-out bulbs (be sure to choose a soft warm bulb)	
• Repair or replace damaged trim	
• Remove fabric window treatments	
Exterior:	
• Clean siding or brick	
• Touch up exterior paint if needed	
• Repair walkways or steps	
Deep Clean (or Hire Professionals)	
• Baseboards + trim	
• Windows (inside + out)	
• Light fixtures + ceiling fans	



STYLING + FINAL PREP

This is your getting “photo-ready” phase.

1 Week Before Listing

ACTION STEPS	✓
Declutter to Completion	
• Clear kitchen counters (leave on 1-2 intentional items)	
• Remove excess furniture	
• Organize visible storage spaces	
• Remove any personal photos	
Style Each Room Intentionally	
• Add neutral bedding + pillows	
• Use fresh towels in bathrooms	
• Incorporate simple greenery or florals	
• Ensure Consistency throughout the home	
Lighting Check	
• All bulbs should match in color temperature (warm/soft white)	
• Increase wattage where needed	
• Open all window treatments	



ROOM BY ROOM PREP LIST

This is one of the most important emotional spaces in the home.

Living Room

ACTION STEPS	✓
• Remove dress furniture to open up space	
• Arrange seating to create a clear conversation area	
• Simply coffee tables + surfaces (1-3 items max)	
• Add neutral pillows or throws in varying textures for softness	
• Remove personal photo + niche decor	
• Hide cords + minimize electronics	
• - Ensure all lighting is working and consistent	
Pro Tip: The room should feel like a place buyers want to relax, not a space they have to “work around.”	

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ROOM BY ROOM PREP LIST

This space should feel defined, even if it's not used daily.

Dining Room

ACTION STEPS	✓
• Keep table styling simple (centerpiece only)	
• Remove extra chairs if the room feels tight	
• Add neutral place settings if appropriate	
• Ensure lighting fixture is clean + updated	
• Remove clutter from surrounding surfaces	
Pro Tip: Even small dining areas should feel intentional, not like leftover space	

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ROOM BY ROOM PREP LIST

This is one of the most scrutinized areas by buyers.

Kitchen

ACTION STEPS	✓
• Clear countertops (leave only 1-2 intentional items)	
• Remove magnets, papers, and clutter from fridge	
• Clean all appliances (inside + out)	
• Organize pantry + cabinets (buyers wil look)	
• Update hardware if outdated	
• - Ensure sink + faucet are spotless	
• Add subtle styling (cutting board, bowl, greenery)	
Pro Tip: Even small dining areas should fee intentional, not like leftover space	

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ROOM BY ROOM PREP LIST

This space should feel calm, spacious, and restful.

Primary Bedroom

ACTION STEPS	✓
<ul style="list-style-type: none"> • Use neutral, clean bedding 	
<ul style="list-style-type: none"> • Remove excess furniture 	
<ul style="list-style-type: none"> • Clear nightstands (1-2 items max) 	
<ul style="list-style-type: none"> • Remove personal items + clutter 	
<ul style="list-style-type: none"> • Ensure lighting is soft but sufficient 	
<ul style="list-style-type: none"> • Keep closet organized + partially empty 	
<p>Pro Tip: The room should feel like a retreat, not a storage space or an afterthought.</p>	

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ROOM BY ROOM PREP LIST

Each room should have a clear and defined purpose

Primary Bedroom

ACTION STEPS	✓
• Define the room (use room, office, etc.)	
• Remove excess furniture	
• Simplify decor + surfaces	
• Use neutral bedding + styling	
• Organize closets	
Pro Tip: Avoid “catch-all” rooms, buyers need clarity.	

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ROOM BY ROOM PREP LIST

Bathrooms should feel clean, bright, and minimal

Bathrooms

ACTION STEPS	✓
• Clear all countertops (store personal items)	
• Use fresh, neutral towels	
• Clean grout, tile, and fixtures thoroughly	
• Replace worn caulking if needed	
• Remove Rugs if they feel bulky or outdated	
• Add simple styling (soap, small plant)	
Pro Tip: Bathrooms should feel like a clean, fresh hotel, not a personal space.	

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ROOM BY ROOM PREP LIST

Often overlooked, but still important.

Laundry Room

ACTION STEPS	✓
• Clear surfaces + organize supplies	
• Store detergent + cleaning products neatly	
• Ensure space is clean + well-lit	
• Remove excess items	
Pro Tip: Even utility spaces should feel orderly and maintained.	

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ROOM BY ROOM PREP LIST

These areas connect the home and influence flow.

Hallways + Transition Spaces

ACTION STEPS	✓
<ul style="list-style-type: none"> • Remove excess furniture or decor 	
<ul style="list-style-type: none"> • Ensure lighting is consistent 	
<ul style="list-style-type: none"> • Keep pathways completely clear 	
<ul style="list-style-type: none"> • Add minimal, cohesive artwork if needed 	
<p>Pro Tip: These spaces should feel like easy transitions, not interruptions</p>	

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ROOM BY ROOM PREP LIST

Buyers absolutely look here.

Garage + Storage Areas

ACTION STEPS	✓
<ul style="list-style-type: none"> • Remove excess items + clutter 	
<ul style="list-style-type: none"> • Organize remaining items neatly 	
<ul style="list-style-type: none"> • Sweep floors 	
<ul style="list-style-type: none"> • Keep pathways open 	
<ul style="list-style-type: none"> • Store tools + equipment cleanly 	
<p>Pro Tip: An organized garage suggests the entire home has been well maintained.</p>	

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ROOM BY ROOM PREP LIST

This sets expectations before buyers even enter.

Exterior + Outdoor Spaces

ACTION STEPS	✓
<ul style="list-style-type: none"> • Mow lawn + trim landscaping 	
<ul style="list-style-type: none"> • Add fresh mulch or seasonal plants 	
<ul style="list-style-type: none"> • Clean patio or deck 	
<ul style="list-style-type: none"> • Remove outdoor clutter 	
<ul style="list-style-type: none"> • Stage seating areas if possible 	
<ul style="list-style-type: none"> • Power ash surfaces if needed 	
<p>Pro Tip: Outdoor spaces should feel like an extension of the home, not an afterthought.</p>	

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ROOM BY ROOM PREP LIST

ADD SOMETHING HERE

Final Touches (Whole Home)

ACTION STEPS	✓
• Eliminate odors (pets, food, smoke)	
• Keep temperature comfortable	
• Remove pet items during showings	
• Open all blinds + curtains	
• Turn on all lights	
• Do a final walkthrough before showings	

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