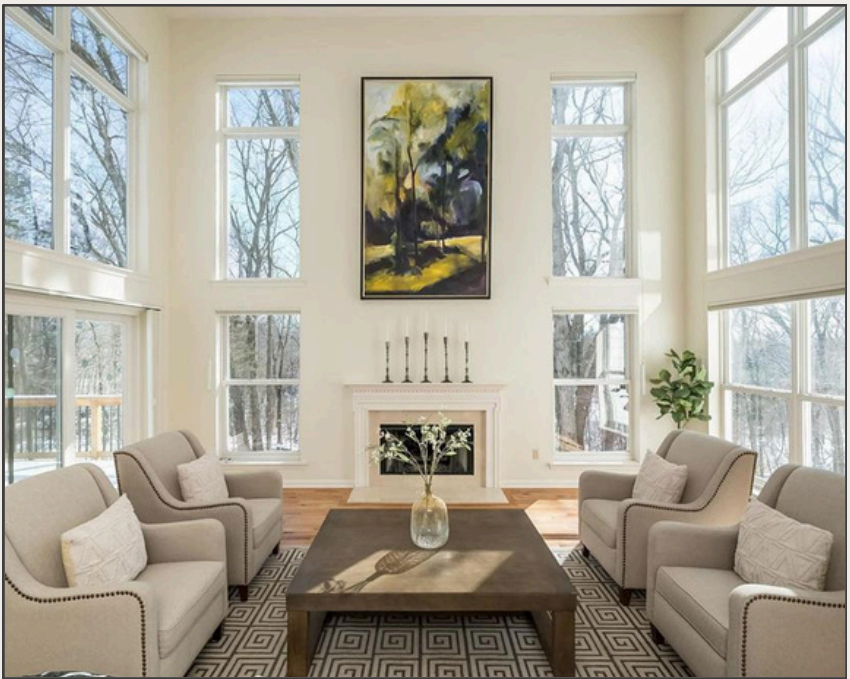




# DECLUTTER + DEPERSONALIZE

Our recommendations for ways to maximize the ROI of your home sale.





# INTRODUCTION

This is one of the most powerful and cost-effective steps in preparing your home. Done well, it can completely change how a home feels without spending a dollar.

What you will learn in this guide:

Learn how to simplify your space, remove distractions, and create a clean, neutral environment that allows buyers to focus on your home and envision it as their own.

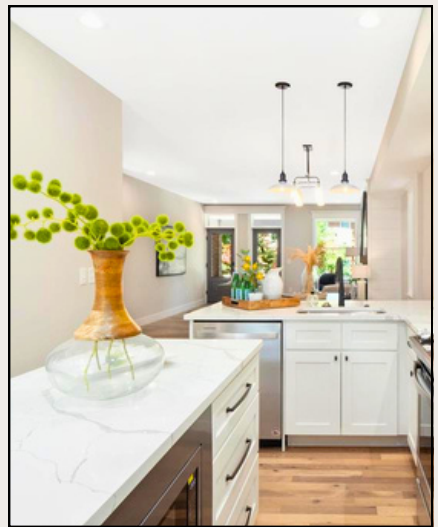
# DECLUTTERING

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## ROOM BY ROOM BREAKDOWN

### Kitchen

- Remove everything from counters except 1–2 items
- Clear fridge doors (no magnets or papers)
- Organize pantry (buyers open it)





## Living Room

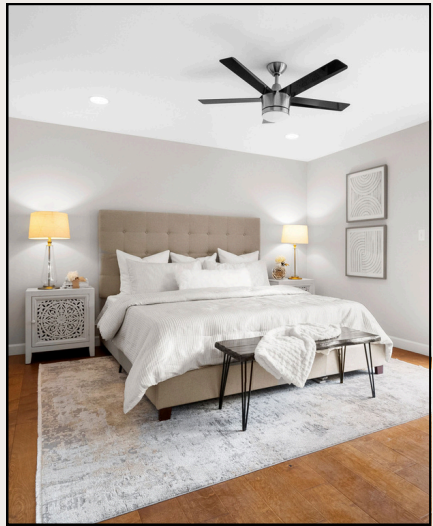
- Remove excess furniture
- Simplify coffee tables + shelves
- Hide cords and electronics

## Bedrooms

- Remove extra furniture
- Use neutral bedding
- Limit decor + personal items

### Pro Tip:

- Think like a boutique hotel—clean, calm, intentional, and welcoming.





## Bathrooms

- Clear all countertops
- Store personal products out of sight
- Keep only soap + minimal decor

## Closets

- Reduce contents by at least 40–50%
- Use matching hangers if possible
- Keep floors clear



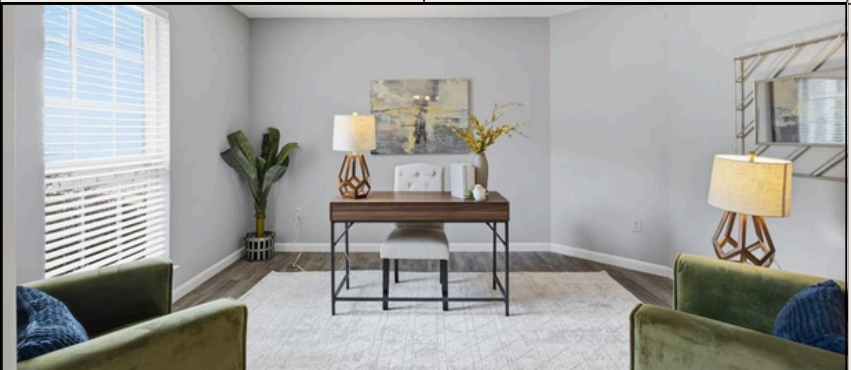
# DEPERSONALIZING

## REMOVE OR REPLACE

- Family Photos
- Personalized artwork
- Kids' artwork or name signage
- Religious or highly specific decor

## NEUTRALIZE THE SPACE

- Replace bold bedding or rugs
- Simplify color palette
- Remove overly themed rooms



# SENSORY DETAILS

1

## SMELL

- Eliminate pet or cooking odors
- Avoid heavy artificial scents

2

## SOUND

- Ensure a quiet, calm environment during showings

3

## LIGHT

- Maximize natural light
- Remove heavy curtains

### **Pro Tip:**

We recommend soft, warm lighting in the 3000-4000K range.

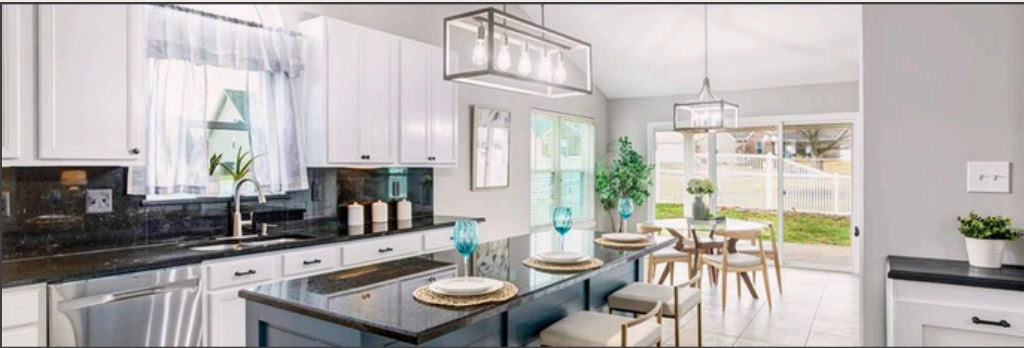


## Storage Strategy

- Rent a storage unit if needed
- Pre-pack non-essential items
- Keep the garage organized and minimal

## Final Checklist

- Does the home feel open and easy?
- Can a buyer focus on the space—not the stuff?
- Does it feel like a place anyone could move into?



## Mindset Shift:

You're not preparing your home to live in, you're preparing it to sell.



## Key Takeaway

Decluttering and depersonalizing create space not just physically, but emotionally, for buyers to connect.