

DECLUTTER + DEPERSONALIZE

Our recommendations to simplify your space to
maximize buyer appeal





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

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

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SMELL

- Eliminate pet or cooking odors
- Avoid heavy artificial scents

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SOUND

- Ensure a quiet, calm environment during showings

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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.