

# HOW TO *Prepare Your Home* FOR SALE

*Everything You Need To Know*

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**Before your home hits the market, there are a few things we can do now that can make a real difference later.**

**How it shows.**

**How buyers feel when they walk in.**

**How it photographs.**

**How it's priced.**

**How it stands out in those first important days online.**

**That does not mean you need to renovate the whole house, panic-clean every closet, or suddenly become a professional stager. It means we make smart choices, in the right order, so your home has the best possible chance to shine.**

**That's where I come in.**

**I've been helping people buy and sell homes for more than 35 years, right here in Western Massachusetts and Northern Connecticut. I've seen every kind of market, every kind of house, and every kind of seller stress.**

**My job is to help you get from "Where do I even start?" to "Okay, we've got a plan."**

# What Most Sellers Don't Realize



Most buyers have already formed an opinion about your house before they ever pull into the driveway.

That first impression usually happens online, while they're scrolling photos, comparing homes, and deciding which ones are worth seeing in person.

And here's the part sellers sometimes miss: buyers decide emotionally first. Then they use logic to justify it.

They notice the light. The layout. The feeling of the rooms. The condition. The price compared to everything else they've seen.

That's why the first 7 to 10 days on the market matter so much. That is when your home is newest, freshest, and getting the most attention.

If we launch strong, we give your house the best chance to create momentum.

If we overprice it, skip prep, or miss the mark on presentation, it can be hard to get that attention back.

This is not about making your house perfect. It is about making smart choices before we go live, so buyers see the value right away.

# Before We Go Live: Your Prep Checklist



Once we have a plan in place, this is where we shift into getting your home ready for the market. Not perfect—just clean, clear, and easy for buyers to walk into and say, “Yes.”

## **Clean, Declutter & Simplify.**

- Go through closets and storage spaces—buyers will look, and we want them to feel spacious, not stuffed
- Clear off countertops, dressers, and surfaces (less really is more here)
- Pack up extra books, magazines, toys, and anything you don’t use regularly
- Remove or minimize personal photos and very specific décor
- Put away valuables, medications, and anything you wouldn’t want out during a showing

## **Bedrooms & Living Areas**

- Make all beds neatly (consider simple, neutral bedding if needed)
- Fold or store extra blankets and throws
- Reduce furniture if rooms feel tight or crowded
- Pick up clothing, shoes, and everyday clutter

## **Kitchen**

- Clear countertops—store small appliances if possible
- Clean sink and keep dishes out of sight
- Wipe down cabinet fronts and appliances
- Remove magnets, papers, and photos from the refrigerator

## **Bathrooms**

- Clear countertops of personal items (toothbrushes, products, etc.)
- Replace or wash shower curtains
- Clean tile, glass, and fixtures (especially any mildew or buildup)
- Set out clean, simple towels

## Floors, Light & Details

- Sweep, vacuum, and/or mop all floors
- Refinish or replace flooring only if it truly needs it (we'll decide together)
- Replace any burnt-out bulbs and make sure lighting is consistent throughout
- Dust surfaces, light fixtures, blinds, and vents
- Wash windows and mirrors

## Outside & First Impressions

- Mow, edge, and tidy up the yard
- Rake leaves, pull weeds, and freshen mulch if needed
- Put away tools, toys, and trash bins
- Wipe down the front door (this gets noticed more than you think)
- Consider a new welcome mat—it's a small thing that goes a long way
- Make sure house numbers and exterior lighting are clean and visible

### ***A Quick Reality Check***

*You do not need to do everything on this list.*

*Some homes need more. Some need less.*

*I'll walk through your house with you and help you focus on the few things that will make the biggest difference—so you're not wasting time or money on the wrong projects.*

# How Buyers Will Experience Your Home



Buyers don't walk through your home the way you live in it.  
They walk through it looking for a feeling.

Within seconds, they're asking themselves:

“Does this feel right?”

“Can I see myself here?”

They notice things you've stopped seeing:

The light coming through the windows.

How the rooms connect.

Whether the space feels open... or tight.

Whether the home feels cared for.



And here's the part most people don't realize—  
they're comparing your home to every other one they've seen that week.  
Not just on price. On overall feel.

That's why small things matter:

A clear pathway through a room

Consistent lighting

Clean surfaces

A sense of space instead of “stuff”

None of this is about making your home look like a magazine.  
It's about removing distractions so buyers can focus on what matters—and feel comfortable enough to picture themselves living there.

That's also why I look at your home a little differently.

I walk through it the way a buyer will.

I notice where their eye goes.

Where they might hesitate.

Where we can make a small change that shifts the entire feel of the space.

Because once a buyer connects emotionally, everything else gets easier.

# Before Each Showing: Quick Checklist



Once your home is on the market, showings can happen quickly. This is a simple reset list to run through before you head out the door.

No stress—just a quick once-over to make sure your home shows at its best.

## **The Quick Reset**

- Open all curtains and window shades
- Turn on all lights (including lamps)
- Open interior doors to create flow between rooms
- Turn off TVs and background noise

## **Tidy Up the Basics**

- Clear countertops (especially in the kitchen and bathrooms)
- Put away dishes and wipe down the sink
- Pick up papers, mail, and everyday clutter
- Make all beds and straighten pillows/blankets
- Put away clothing, shoes, and personal items

## Kitchen & Bathrooms

- Store small appliances if possible
  - Remove items from bathroom counters (keep it simple)
  - Hang fresh, clean towels
  - Empty trash if needed

### Final Walkthrough

- Take trash out if needed
  - If you have pets: secure food, clean litter areas, and remove bowls
  - Do a quick scan for anything out of place
  - Avoid strong scents—no heavy candles or sprays

(Yes... still true: no one wants rose-scented fried rice.)

## Time to Go

- Gather kids and pets (if applicable)
  - Grab a few essentials and head out
  - Give buyers space to explore and take their time

## Let's Get Your Home Ready.

Selling your home doesn't have to feel overwhelming. There are a lot of decisions along the way, but you don't have to figure them out on your own.

I'll walk through your home with you, help you decide what matters (and what doesn't), and put together a plan that makes sense for your timeline, your home, and your goals.


No pressure. No unnecessary work. Just a clear path forward.

If you're thinking about selling, or even just starting to explore the idea, I'm happy to talk it through with you.



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*The right preparation makes all the difference. I will help you get there.*