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What to do, when to do it, and how to avoid the mistakes that cost sellers thousands.

Most sellers don't lose money because of the market... they lose it in the way they prepare their home.

It's usually small things—things that feel harmless—that quietly turn buyers off, slow down showings, or lead to price reductions later.

Before you list, you need a plan.

Not a long, overwhelming to-do list... a clear path that tells you what actually matters, what doesn't, and when to do each step so you're not guessing along the way.

That's exactly what this 30-day plan is designed to do.

We'll walk you through it one step at a time so your home shows better, attracts stronger buyers, and puts you in the best position to sell with confidence.

And as you go through it, just know—you're not doing this alone. We're here to guide you the entire way.



Day 1

Day 1: Brighten Everything Up (It Matters More Than You Think)
This one gets overlooked all the time.
Walk through your home and check every light—burned-out bulbs, dim corners, mismatched lighting... it all adds up. Buyers notice it, even if they don't realize they're noticing it.
A bright home just feels better. Bigger. Cleaner. More inviting.
If you've got older or dated fixtures, don't overthink it. A quick stop at IKEA, Lowe's, or The Home Depot can make a big difference without spending a fortune.
Simple updates here can completely change how your home shows—this is one of those small moves that pays off in a big way.

Day 2

Day 2: Get Your Paperwork Together (Before the Questions Start)
This is the part most sellers wait on... and it slows everything down later.
Buyers and agents are going to ask questions—and the more prepared you are, the smoother everything goes.
Start pulling together the basics now: utility bills, property taxes, any updates or renovations, warranties, survey, mortgage info, permits, lease agreements—anything tied to the home.
You don't need it perfectly organized yet. Just get it in one place.
When offers start coming in, you'll be glad you did.



Day 3

Day 3: Have Two Sets of Keys Ready

This is one of those simple things that makes the whole process smoother.

You'll want two full sets of keys ready to go—one for the lockbox and one as a backup. Buyers and their agents will need access to your home for showings, and having this set up ahead of time avoids last-minute scrambling.

We'll place a secure lockbox on or near your front door, and that's how agents will access the home during scheduled showings.

The easier it is to get in... the more showings you'll get. And more showings means more opportunities to sell.

Day 4

Day 4: Get the Right Packing Supplies (Future You Will Thank You)

You're about to start clearing things out—and this is where most people make it harder than it needs to be.

Yes, you can grab random boxes from the grocery or liquor store... but they're usually different sizes, worn out, and a pain to stack. It turns into chaos fast.

For under $100, you can get solid, matching boxes and basic packing supplies—and it makes everything easier, faster, and way less stressful.

If you're planning to move a good amount out before listing, think about using something like PODS. You load it at your pace, they take it away, store it, and bring it back when you're ready.

Clean space = better photos, better showings, and stronger offers. This is one of those steps that really moves the needle.



Day 5

Day 5: Clean + Simplify the Bathrooms
Bathrooms don't need to be fancy—but they do need to feel clean and fresh.
Clear off all countertops, put away personal items, and swap in clean white towels (these are for show, not for use). If anything looks worn—be honest—replace it.
Small things like a toilet seat, shower curtain, or bath mat make a bigger difference than you think.
A quick stop at HomeGoods or TJ Maxx can help you freshen things up without spending much.
And clean everything—fixtures, mirrors, grout. If something's not coming clean, we've got a few tricks—just reach out.

Day 6

Day 6: De-Clutter the Kitchen (This Is a Big One)
If there's one room you don't cut corners on... it's the kitchen.
Clear the counters—small appliances, extras, anything that makes it feel busy. You want clean, open space.
Go through cabinets and drawers too. Take everything out, wipe them down, and don't pack them back in tight. Buyers will open them—and you want it to feel like there's plenty of storage.
Clean the fridge inside and out (yes, the doors too—magnets, photos, all of it comes off). Run the self-clean on the oven. It's time.
And anything that feels cluttered or personal—like bottles or collections—put it away.
Simple touches go a long way here. A bowl of fresh fruit or a few flowers can make the whole space feel more inviting without overdoing it.



Day 7

Day 7: Make the Bedrooms Feel Like a Retreat
The bedrooms should feel calm and inviting, which means cleaning, decluttering, and a few simple updates. If you don't already have one, add a neutral duvet cover and a couple of fresh pillows. Straighten shelves, remove personal photos and items, and clear out grooming products. Tidy the closets and don't overpack them. If the floors feel cold, consider an area rug. And if furniture feels oversized or tight in the space, it's worth moving it out.

Day 8

Day 8: Clean + Pull the Living Room Together
This is where buyers picture themselves relaxing—so it needs to feel clean, open, and easy. Start with the basics: clean the sofa and chairs, and swap in a few fresh throw pillows to brighten things up. If the space feels disconnected, an area rug can help pull everything together.
Then clear the clutter—magazines, extras, anything that's just sitting out. And take a few minutes to hide or tidy up wires from the TV and electronics. Simple changes here can make the whole room feel more put together.

Day 9

Day 9: Clear and Refresh the Dining Room
Clear off the dining table—homework, papers, and anything that's piled up needs to go. Clean and simplify the hutch so it feels organized. If the chairs look worn, think about reupholstering them. And if the table isn't in great shape, a fresh tablecloth can clean it up.



Day 10

Day 10: Tackle the Garage and Storage Areas
If your garage looks anything like most, this won't be a one-day project. Whether it's finished space or just where everything ends up, take the time to make it feel clean, open, and organized. This is a great chance to clear out the things you don't use anymore.

Day 11

Day 11: Decide What Stays and What Goes
It's not cheap—or easy—to move and store everything. The more you carry with you, the more it costs... in time, money, and stress.
This is where you get honest.
Go room by room and decide what you actually use and what's just taking up space. If it doesn't serve you in your next home, it probably doesn't need to go. Keep it simple—keep, donate, discard.
The less you have, the bigger your home feels, the easier it is to maintain, and the better it shows.

Day 12

Day 12: Don't Hide It—Pack It Properly
It's tempting to shove everything into closets and call it a day... but buyers will open them. They'll look in cabinets too. If those spaces feel packed, it sends the message there's not enough storage. Take the time to box up what you don't need right now so everything feels clean, open, and easy.



Day 13

Day 13: Make a Strong First Impression (Right at the Door)
Buyers decide how they feel about your home almost immediately—within seconds of walking in. What they see at the entrance sets the tone for everything else. Keep it clean, simple, and inviting. That means no piles of shoes, coats, or everyday clutter. While your home is on the market, you won't be using everything like normal —so be disciplined and put things away. If you don't have a hall closet, don't draw attention to it by overloading a coat rack. Keep it minimal so the space feels open, not lacking.

Day 14

Day 14: Depersonalize So Buyers Can See Themselves
You want your home to connect with as many buyers as possible—and that only happens when they can picture their life there.
Start packing up personal items—family photos, collections, travel souvenirs—anything that tells your story.
Then walk through each room like a buyer. If what you see makes it feel like your home instead of their future home, it's time to put it away.

Day 15

Day 15: Time Off
The hardest day of them all... REST - take the day off and do something for yourself that you enjoy.



Day 16

Day 16: Fresh Paint Goes a Long Way

A fresh coat of paint is one of the easiest and most affordable ways to update your home. Bold colors can turn buyers off, so stick with light, neutral tones to appeal to more people—and help smaller rooms feel bigger.

Don't stop at the walls. Baseboards and ceilings often need attention too.

And if you don't want to tackle it yourself, we've got a great painter we trust—just let us know.

Day 17

Day 17: Knock Out the Small Repairs

We all have that running list of little things that never got done. Now's the time to take care of it—leaky faucets, nail holes, minor fixes—get it handled once and for all.

If it's not your thing, bring in a handyman and get it done quickly. We've got some great ones we trust if you need help.

Day 18

Day 18: Clean the Windows (Inside and Out)

This one gets missed all the time.

Dirty windows can make an otherwise clean home feel dull. Buyers will look out your windows—and if they're cloudy or streaked, it shows.

Take the time to clean the glass inside and out, and don't forget the tracks. Those details matter more than you think.



Day 19

Day 19: Boost Your Curb Appeal (First Impressions Matter)
Buyers start forming opinions before they even walk in.
Step out to the street and look at your home with fresh eyes—what stands out?
Start simple: clean the front door, touch up scuffs, and repaint if needed. If it's worn out, it may be worth replacing. Make the front porch feel welcoming, not like a storage spot.
Add a few seasonal plants, tidy up the yard, and clean the beds.
And don't forget lighting—many buyers will drive by at night, so make sure your home looks just as good after dark.

Day 20

Day 20: Get the Backyard Show-Ready
What you do here depends on the season—but it still matters.
If you're selling in spring or summer, clean up the beds, trim trees, mow the lawn, freshen up the deck, and clean the patio furniture and grill.
If it's winter, just focus on making it look neat and cared for.
The goal is simple—help buyers see it as usable, not neglected.

Day 21

Day 21: Clean the Carpets (It Makes a Difference)
Unless your carpets are brand new, it's worth having them professionally cleaned—or doing it yourself. You'll be surprised how much fresher and brighter everything feels.



Day 22

Day 22: Deep Clean the Floors (Don't Cut Corners)

A quick once-over isn't enough here—you've got to get into the corners and edges. If your floors are scratched, there are some great products that can help bring them back to life.

Day 23

Day 23: Clean Up Walls and Refresh the Look

If your walls and doors have scuffs, grab some Magic Erasers and get to work—it makes a bigger difference than you expect. You'll wish you had done it sooner. And if your artwork feels dated or heavy, this is a good time to simplify or swap it out.

Day 24

Day 24: Bring In a Professional Clean

By now, you're probably feeling it... we get it. This last step can be done yourself, but this is where bringing in a professional cleaner really pays off.

They'll hit the areas most people miss—baseboards, light fixtures, inside appliances, and all the details that make a home feel truly clean.

Day 25

Day 25: Keep It Clean and Distraction-Free

Buyers don't want to see toys everywhere, art projects, or anything messy—so have a plan to keep it all put away and out of sight.

Same goes for pets. We love them too, but barking and jumping can be a distraction. Plan ahead for showings—daycare, family, or getting them out for a bit.



Day 26

Day 26: Eliminate Pet Odors (They Notice)
If you have pets, take the time to clean anything they use—couches, beds, and favorite spots. You may not notice the smell anymore, but buyers will.
Keep litter boxes out of sight and clean them often while your home is on the market. Freshen the space with light scents like candles or essential oils—but skip anything too strong.

Day 27

Day 27: Walk Through Like a Buyer
Walk in your front door and take in each room. Does anything feel tight or out of place? Sometimes moving a piece of furniture can make a room feel bigger and more inviting. If you want a second set of eyes, we're happy to come take a look and give you our thoughts after all your hard work.

Day 28

Day 28: Final Walk-Through Before Photos
Take one more pass through the entire house—top to bottom, room by room. Look at everything with fresh eyes and make any last adjustments.
This is your final check to make sure everything feels clean, open, and ready. Picture day is next—make sure it's dialed in.



Day 29

Day 29: Time for Photos (Showtime)
Once your home is clean and de-cluttered, it's ready to shine. This is where we step in and bring it all to life.
Peter handles the photography and video himself—he's a former professional photographer—so every shot is intentional and designed to highlight your home the right way. We'll also create a detailed floor plan so buyers can fully understand the layout.

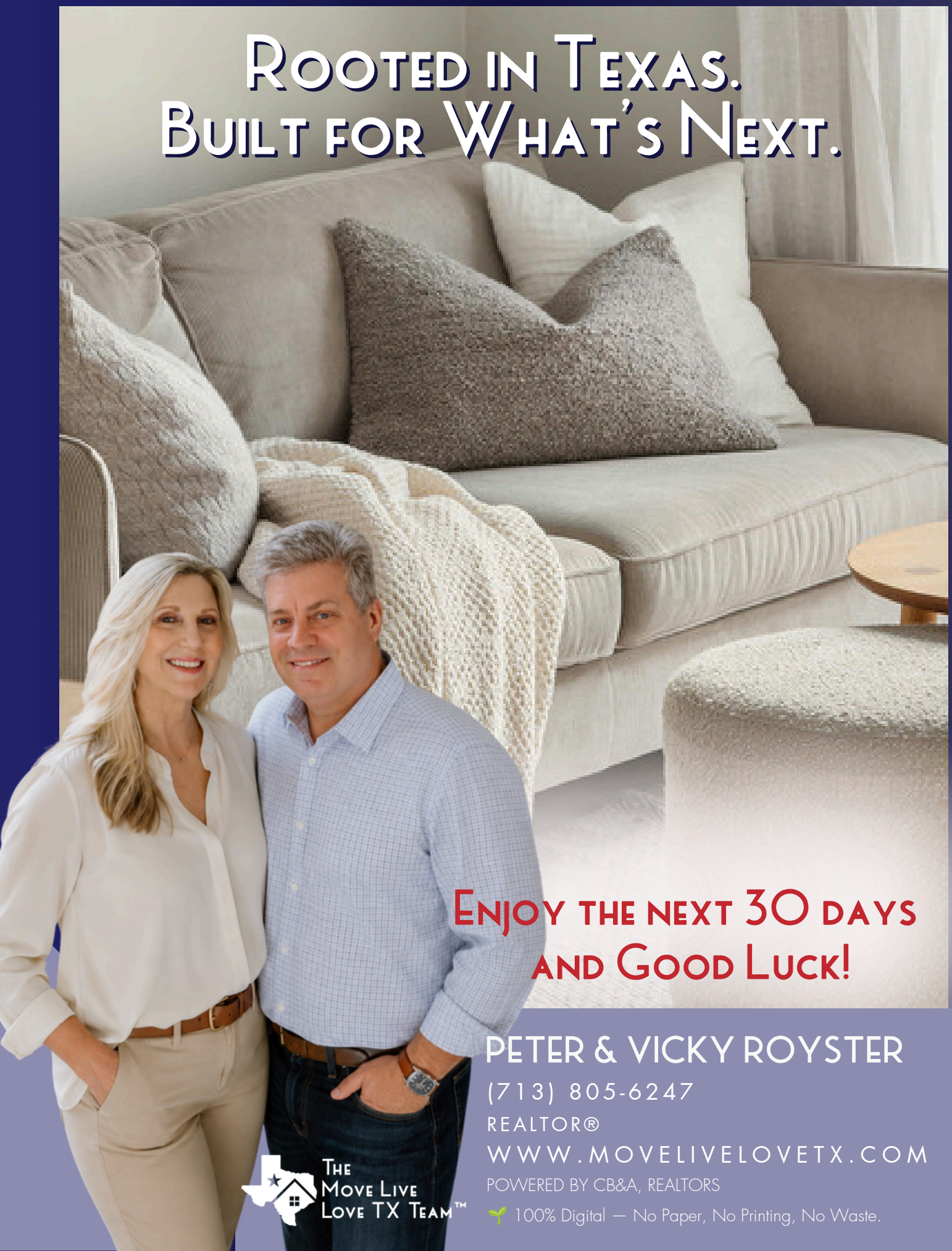
This typically happens a few days before you hit the market—and it's where all your hard work really starts to pay off.

Day 30

Day 30: Step Back... and Leave It Alone
You've put in the work—now take a step back and look at it. Chances are, your home has never looked better than it does right now.

And now for the hardest part... Don't touch anything.

Rooted in Texas.
Built for What's Next.



Enjoy the next 30 days and Good Luck!

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