



ASHLEY CALHOUN

REALTOR® · VPR

SELLER RESOURCE · NO. 01

Preparing Your Home *for Market*

*The exact steps that help a home photograph better, show better,
and sell faster.*

Ashley Calhoun

678.492.5722 · ASH@IMWITHASHLEY.COM

BROKERED BY



SECTION ONE

First Impressions Matter

Buyers form an opinion of a home before they ever step inside. The first ten seconds, from the curb to the front door, quietly set the tone for the entire showing.

- ✓ **Curb appeal.** Mow, edge, and tidy the yard so it reads as cared for and intentional.
- ✓ **Fresh mulch.** A few bags of new mulch in the beds is the least expensive polish in real estate.
- ✓ **The front door.** Repaint or clean it, replace tired hardware, and add a simple wreath or planter.
- ✓ **Pressure washing.** Clean the driveway, walkways, siding, and porch until they look new.
- ✓ **Lighting.** Replace dim or mismatched exterior bulbs with warm, even light at every fixture.
- ✓ **House numbers.** Swap faded numbers for crisp, modern ones that are easy to spot from the street.

Every buyer forms an opinion in the first ten seconds. Our job is to make those seconds feel effortless.

ASHLEY CALHOUN

SECTION TWO

Declutter Like You Are Moving Tomorrow

The goal is not an empty home. It is space, light, and room for a buyer to picture their own life inside these walls.

✓ **PACK AWAY**

- ◆ Family photographs
- ◆ Diplomas and awards
- ◆ Personal collections
- ◆ Excess and oversized furniture
- ◆ Seasonal and holiday decor
- ◆ Children's artwork

◆ **LEAVE OUT**

- ◆ Neutral, understated decor
- ◆ Healthy green plants
- ◆ Simple framed artwork
- ◆ Functional, well-scaled furniture

A home that feels open and neutral invites buyers to imagine themselves living there. That feeling is what moves an offer forward.

SECTION THREE

The Room by Room Checklist

01 Kitchen

Clear every counter, tuck away small appliances, and leave one elegant accent such as a bowl of fruit.

03 Bedrooms

Crisp neutral bedding, beds made each morning, and closets organized to look generous.

05 Living Room

Edit furniture for easy flow, fluff and align pillows, and open every shade for natural light.

07 Basement

Brighten the space, run a dehumidifier, and remove anything that reads as storage overflow.

02 Bathrooms

Fresh towels, clear vanities, spotless glass and mirrors, and a faint, clean scent throughout.

04 Office

Conceal cords, clear the desk surface, and keep visible paperwork to an absolute minimum.

06 Garage

Sweep the floor, shelve what you can, and create the impression of room to spare.

08 Outdoor Spaces

Stage the patio, wipe down cushions, and suggest an inviting place to relax.

SECTION FOUR

Photography Day

On the day we photograph your home, it should look its absolute best. Set the scene once, then leave everything exactly in place.

- ✓ **All lights on.** Every lamp, overhead, and under cabinet light.
- ✓ **Ceiling fans off.** So the blades photograph clean and still.
- ✓ **Toilet lids down.** In every bathroom, without exception.
- ✓ **Counters clear.** Kitchen and bath surfaces fully cleared.
- ✓ **Towels removed.** Replace daily towels with fresh, neutral linens.
- ✓ **Cars removed.** Clear the driveway and the curb out front.
- ✓ **Trash cans hidden.** Along with pet bowls and floor mats.
- ✓ **Blinds aligned.** Open evenly to let in soft, natural light.

Photographs are the first showing. Most buyers decide whether to visit your home based on these images alone.

ASHLEY CALHOUN

SECTION FIVE

Repairs Worth Making

Spend where buyers notice. Skip what you will never recover at the closing table.

✓ USUALLY WORTH IT

- ◆ Fresh paint in soft, neutral tones
- ◆ Professional carpet cleaning
- ◆ Broken or dated fixtures
- ◆ Fresh caulk in kitchens and baths
- ◆ Tidy, simple landscaping

⊖ USUALLY NOT WORTH IT

- ◆ A full kitchen remodel
- ◆ A full bathroom remodel
- ◆ Luxury upgrades chosen for resale
- ◆ Anything personal you cannot recoup

When in doubt, ask before you spend. One quick conversation can save you thousands and keep your focus on what truly moves a buyer.

