LEEGIE PARKER | COMPASS

Seller Prep Checklist

How I help sellers get ready to list in the San Fernando Valley and on the Westside

Well-prepared homes sell faster and for a premium over homes that aren't. Preparation doesn't mean a big renovation. It means smart, focused steps that help buyers picture themselves living in your home. This is the checklist I walk through with my sellers before a home ever goes on the market.

1. Start With Your Timeline

Your timeline shapes every decision that follows.

- ☐ Pick a target list date, and work backward from it
- ☐ Decide whether you're buying and selling at the same time, and how you want to handle the overlap
- ☐ Ask for an estimated net sheet from escrow before you list, so you know what you'll walk away with
- ☐ Take listing photos before any holiday decorations go up

Learn more: Selling a Home in the San Fernando Valley or Westside

2. Fix the Obvious and Check the Systems

Every deferred repair becomes a negotiating chip for the buyer.

- ☐ Make sure the roof, HVAC, plumbing, and electrical are in good working order
- ☐ Fix leaky faucets, sticky doors, broken light fixtures, and cracked outlet covers
- ☐ Address anything a home inspector would likely flag
- ☐ Gather permits for any additions or garage conversions (an appraiser can count permitted space, but not unpermitted space)

3. Declutter and Depersonalize

You want buyers to imagine their life here, not feel like guests in yours.

- ☐ Clear counters, closets, and shelves
- ☐ Put away family photos and personal mementos
- ☐ Keep colors and decor on the neutral side

4. Make the First Seven Seconds Count

Buyers often decide within seconds of walking through the front door.

- ☐ Give the front door a fresh coat of paint
- ☐ Put down a new doormat
- ☐ Plant fresh pots of flowers or succulents by the entry
- ☐ Clean the porch and entry, and refresh the landscaping
- ☐ A small table and two chairs on the porch can make the entry feel welcoming

Learn more: What Adds Value to a Home in the San Fernando Valley

5. Freshen the Inside

- ☐ Touch up paint where it's scuffed or dated
- ☐ Swap dated cabinet pulls, faucets, and window treatments for simple, clean ones

- ☐ Bring in live plants and fresh flowers
- ☐ Skip expensive, taste-specific finishes; buyers often want to change them anyway

6. Stage With Purpose

- ☐ Stage an empty home professionally, so rooms feel warm and buyers can see the scale
- ☐ If the home is full, remove oversized or very personal furniture so rooms feel bigger
- ☐ Ask me about Compass Concierge, which can front the cost of painting, staging, and light updates, paid back when the home sells

A real example

- A home owned by one family for 75 years, with very few upgrades
- We replaced dated window treatments and hardware, staged it with a few simple modern pieces, and brought in plants and fresh flowers
- It sold in 2 weeks at 96% of the asking price

What I'd skip

- A full remodel right before listing, when smaller updates will do
- High-end finishes in a very specific style
- Unpermitted additions or conversions

My rule of thumb: for every dollar you put into preparing your home for market, look for roughly three dollars back in perceived value or sale price, when the improvements are the right ones. And remember, your list price is an invitation. The buyer ultimately decides what your home sells for, and good preparation gives them every reason to come in strong.

Curious about costs? See What Does It Really Cost to Sell a Home in Los Angeles?

Thinking about selling? Call or text me at 310-739-9202, or email Leegie@Leegie.com, and we'll walk through your home together.