



The HOME PREP PLAN

FIVE SIMPLE MOVES TO MAKE BUYERS FALL IN
LOVE WITH YOUR HOME.



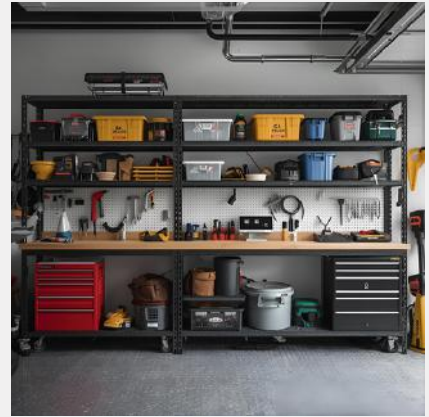
Hello

At Assist 2 Sell, we are all about thinking strategically and efficiently to enable our clients to reach their goals in a timely manner while achieving exceptional results.

Preparing your home for sale does not have to be stressful nor does it have to cost a ton of money.

We don't believe selling your home should feel like a panic attack wrapped in a paint sample deck. It should feel doable, strategic – and dare we say, exciting. Our job is to make that happen.

We made this guide because too many sellers were stressing about the wrong things. This isn't about renos or marble countertops – it's about the small moves that actually matter. Let's dive in.



DECLUTTER LIKE YOU'RE MOVING TOMORROW

You don't have to become a minimalist overnight – but buyers don't want to tour your storage problems. Every extra appliance, toy, or pile of mail makes rooms feel smaller and distracts from **what actually sells: the space itself.**

Think of it this way: if you wouldn't pack it up and bring it to your next home, it doesn't need to be on display now. **Closets should look orderly,** counters should look clear, and garages should look functional – not like an episode of Hoarders.

QUICK WINS CHECKLIST:

- Clear kitchen counters of anything but daily essentials
- Pack up seasonal clothing and shoes to free closet space
- Remove personal photos and fridge magnets
- Sort through "junk drawers" and donate what you don't need
- Stack or neatly box items in storage areas (attic, garage, basement)

FIX THE “IF I NOTICED IT, THEY WILL TOO” STUFF

You’ve probably lived with that squeaky door hinge or wobbly doorknob so long you don’t even notice it anymore – but buyers will. Little flaws act like red flags. **A dripping faucet makes them wonder about the plumbing.** A scuffed wall makes them assume the whole house needs painting.

The good news? These fixes are cheap, quick, and immediately change the impression your home gives. Think of it as quieting all the “but what about...” doubts before they even start.



QUICK WINS CHECKLIST:

- ☐ Tighten loose doorknobs and cabinet pulls
- ☐ Patch and touch up scuffed walls
- ☐ Oil squeaky door hinges
- ☐ Stop dripping faucets (usually a washer swap)
- ☐ Smooth out any sticky sliding doors or drawers



STAGE LIKE IT'S FOR A PINTEREST SCROLL

03

These days, buyers meet your home online before they ever cross the threshold. If the photos don't stop them mid-scroll, they won't even book a showing. Staging isn't about renting furniture or faking a lifestyle – **it's about making your home look clean, bright, and intentional.** Think of it like a first date photo: it should look like you, just a little more polished.

The goal? Create spaces buyers can see themselves in, not spaces that remind them you were running late and left laundry in the corner.

QUICK WINS CHECKLIST:

- ☐ Clear surfaces (nightstands, counters, coffee tables)
- ☐ Add a pop of green – a plant or a fresh bouquet
- ☐ Open curtains and blinds for maximum light
- ☐ Hide cords, remotes, and daily clutter
- ☐ Angle lamps or mirrors to brighten dark corners

MAKE CURB APPEAL YOUR WINGMAN

04

Buyers decide how they feel about your home before they ever touch the front door. The outside is your three-second audition – and **if it looks tired, they'll assume the inside is too**. The good news? Small, inexpensive updates have an outsized impact. Fresh mulch, a swept walkway, a new doormat – these tiny cues signal “well-cared-for” before anyone even steps inside.

Think of your front yard, porch, or entry as the handshake before the conversation. Clean it, brighten it, and add a touch of charm. The goal isn't perfection; it's to make buyers feel welcomed instead of wary.



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FLAUNT WHAT BUYERS ARE HUNTING FOR

Buyers aren't falling in love with your throw pillows – **they're looking for the big three: light, storage, and flow.** These are the things that make a home feel bigger, brighter, and more functional.

The fix is simple: pull back curtains to show off natural light, edit closets so they look roomy instead of stuffed, and rearrange furniture so walking through the space feels natural.

Highlight the features you love most – a bay window, built-ins, or soaring ceilings – and make sure they're the star of the show. Don't downplay what buyers value most; showcase it.

QUICK WINS CHECKLIST:

- Open curtains and blinds before photos/showings
- Clear closets to make them look half-full, not stuffed
- Move bulky furniture to open up walkways
- Swap heavy drapes or rugs that make rooms feel dark
- Highlight unique features (built-ins, windows, high ceilings)

WHAT'S NEXT?

YOU'VE TAKEN THE FIRST STEP BY GRABBING THIS GUIDE, BUT EVERY HOME IS DIFFERENT.

Maybe you're wondering if that bathroom refresh is really worth it, or which projects you can skip before listing. Our job is to make the whole process feel a lot less overwhelming.

👉 Curious about your own home? Reach out anytime – Our contact details are below, and we're always happy to help.



Not quite ready yet? Totally fine. Come hang out with us on Instagram, where we share daily-ish tips, resources, and real helpful tips for people just like you.



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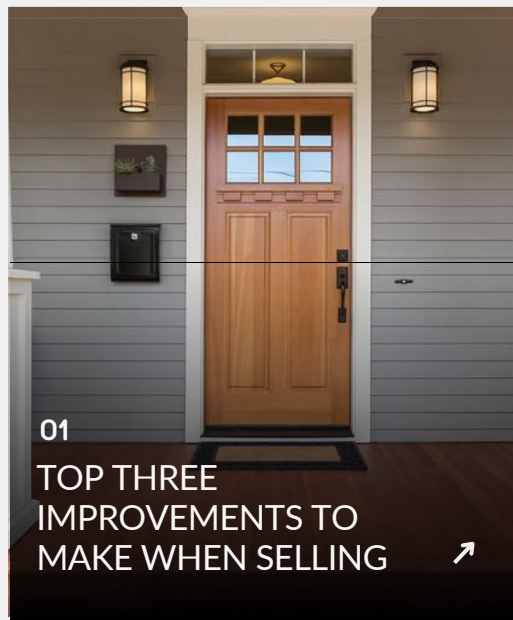
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On the BLOG

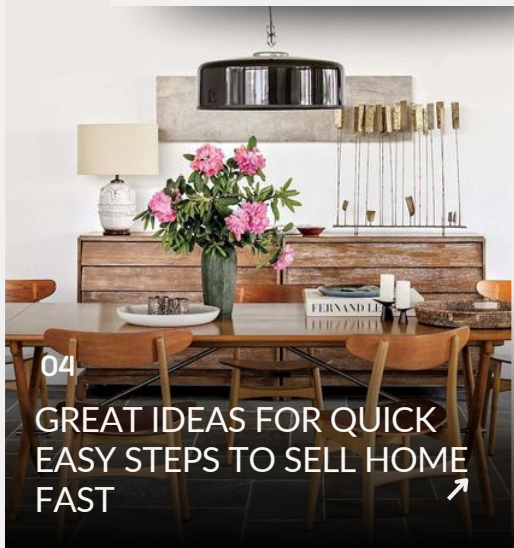
TOP READS FROM OUR BLOG
WHERE WE LOVE TO SHARE
HELPFUL TIPS AND TRICKS



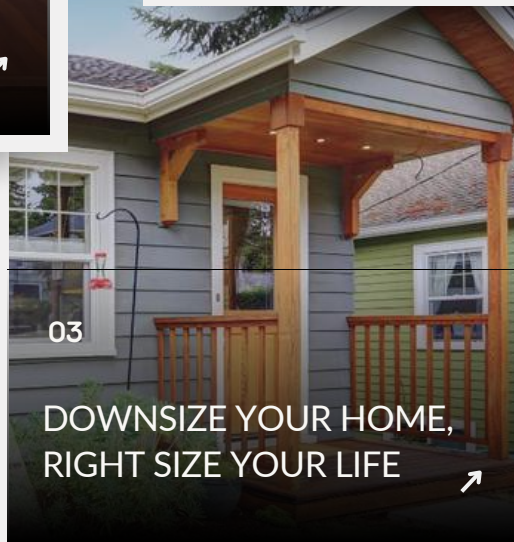
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TOP THREE
IMPROVEMENTS TO
MAKE WHEN SELLING ↗



02
TOP 7 TIPS TO ATTRACT
THE BEST OFFERS FOR
YOUR HOME ↗



04
GREAT IDEAS FOR QUICK
EASY STEPS TO SELL HOME
FAST ↗



03
DOWNSIZE YOUR HOME,
RIGHT SIZE YOUR LIFE ↗



The Resources

A few extras to make prepping easier – tools, videos, and shortcuts you can use anytime.

01

STAGED TO SELL

7 PROVEN STEPS TO ATTRACT BUYERS AND BOOST OFFERS



02

FREE GUIDE

HOW TO GET YOUR HOME READY FOR SALE



03

THE MARKETING PLAN

THE 100+ POINT MARKETING PLAN TO GET TOP DOLLAR



04

SPRING CLEANING GUIDE

CHECKLISTS, SCHEDULES AND CLEANING HACKS



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