

Listing Readiness Checklist

Your complete pre-market preparation overview

Items marked → RESET 2 List™ are handled by your preparation partner

SECTION 1 — SELLER PREPARATION TIMELINE

☐ 8–10 weeks before listing: Initial RESET consultation scheduled

Walk the property together and identify preparation priorities.

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☐ 6–8 weeks: Decluttering and elimination phase begins

Start with highest-impact rooms — kitchen, primary bedroom, living areas.

☐ 4–6 weeks: Repairs and priority improvements completed

Value-driving updates only. Skip unnecessary renovations.

☐ 2–4 weeks: Deep clean, neutralize, and simplify

Remove personal items, excess furniture, and visual clutter.

☐ 1–2 weeks: Staging and final presentation review

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☐ 3–5 days before: Photography readiness walkthrough

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☐ Launch day: Home goes live on MLS

Seller is prepared and confident. Home is market-ready.

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SECTION 2 — DECLUTTERING MILESTONES

☐ Kitchen countertops cleared to 3 items or fewer

☐ Refrigerator cleared of magnets, photos, and excess clutter

☐ Excess or oversized furniture removed from living areas

☐ Bedrooms: closets and dressers cleared to 50% capacity

☐ Bathrooms: personal care products removed from view

☐ All rooms: family photos and personal decor packed away

☐ Garage and basement: items boxed, labeled, and organized

☐ Exterior: porch, driveway, and yard cleared of tools and clutter

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SECTION 3 — PHOTOGRAPHY READINESS

- ☐ **All lights on — matching warm-white bulbs throughout**
Consistent color temperature is critical for professional photography.
- ☐ **All window treatments open to maximize natural light**
- ☐ **Toilet lids down, towels symmetrical, counters cleared**
- ☐ **All beds made with neutral, wrinkle-free bedding**
- ☐ **Cars removed from driveway for exterior shots**
- ☐ **Lawn mowed and edged — potted plants at entrance**
- ☐ **Seller and pets not present during the session**
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SECTION 4 — SELLER CONFIDENCE & EMOTIONAL READINESS

This is the most critical — and most overlooked — part of listing preparation. Decision fatigue, emotional attachment, and resistance are the #1 reason listings stall. This is not a checklist. It is a guided process available exclusively through your RESET 2 List™ consultation.

- ☐ ***Seller confidence coaching and readiness assessment***
- ☐ ***Decision fatigue intervention and structured support***
- ☐ ***Emotional transition pathway and milestone planning***

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SECTION 5 — PRE-MARKET LAUNCH

- ☐ Professional photos reviewed and approved
- ☐ MLS listing copy reviewed for accuracy and strong positioning
- ☐ Lockbox installed and showing instructions confirmed
- ☐ Seller briefed on showing protocol
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- ☐ Home scent neutralized — no strong cooking, pet, or fragrance odors
- ☐ Touch-up paint completed on scuffs, baseboards, and trim
- ☐ Disclosure documents prepared and ready
- ☐ Agent and RESET 2 List™ partner confirm launch communication plan
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DISCLAIMER: This checklist is provided for informational purposes only. It does not constitute professional real estate, legal, financial, or psychological advice. Results vary based on property condition, market conditions, seller cooperation, and individual circumstances. RESET 2 List™ is a listing preparation consulting service and does not guarantee sale price, days on market, or transaction outcomes. Princess Duncanson is a licensed NJ real estate agent. All preparation services are provided in the capacity of RESET 2 List™ and not as representing agent for any third-party client transaction.

Want to go deeper? The RESET Agent Partnership Guide (\$24.99) includes the full seller emotional readiness framework, word-for-word listing appointment scripts, and communication templates. Join the waitlist at reset2list.com

Book your RESET consultation: reset2list.com · (908) 307-9475