

High-ROI Preparation Checklist

Strategic, low-cost updates that add value before you list — from The Complete Guide to Selling Your Home.

Preparation is where you can add significant value. You don't always need a full renovation; often, strategic cosmetic updates yield the highest return on investment. Work through the list below before your first photo shoot.

Presentation

- ☐ Fresh coat of neutral paint
- ☐ Landscaping and curb appeal tidied
- ☐ Dated light fixtures updated
- ☐ Decluttered and depersonalised
- ☐ Professional deep clean
- ☐ Minor repairs done (leaky taps, etc.)

Pricing

- ☐ Automated estimate obtained as a baseline
- ☐ Agent appraisals compared (comparable sales, local demand)
- ☐ Energy-efficiency and smart-home features noted

Marketing

- ☐ Professional photography booked
- ☐ 3D virtual tour arranged
- ☐ Short video walkthrough planned
- ☐ Digital floorplan prepared
- ☐ Targeted digital ads discussed with agent

Choosing your agent

- ☐ Agents compared side-by-side (track record, average sale price, reviews)
- ☐ Commission and marketing costs understood
- ☐ Best negotiator chosen — not just the cheapest

Key takeaways: price correctly from day one · cosmetic updates beat major renovations for ROI · digital marketing matters as much as the showing · comparing agents gets you the best negotiator.

Ready to compare your options? Submit your property at listbetter.property/get-started — free, no obligation.