

FREE RESOURCE

Seller Prep Checklist

CHICAGO NORTHWEST SUBURBS

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Homes that are properly prepared sell faster and for more money. This checklist walks you through the 60–90 days before listing. Don't skip the boring stuff — that's what buyers' inspectors will catch anyway.

60–90 DAYS BEFORE LISTING

- Get a pre-listing agent walkthrough
I do these free — call before spending any money
- Order a pre-listing inspection (optional but powerful)
~\$400; eliminates surprises and strengthens your position
- Address any structural, roof, or HVAC issues
Buyers will negotiate hard on these or walk away
- Get furnace, AC, and water heater serviced
- Fix all leaky faucets, running toilets
- Replace burnt-out bulbs throughout the home
- Touch up paint — focus on scuffs and dated colors
- Declutter: donate, store, or discard at least 30% of contents

30 DAYS BEFORE LISTING

- Deep clean entire home including windows
- Clean or replace grout in bathrooms and kitchen

PRICING STRATEGY

- Request a Comparative Market Analysis (CMA)
I prepare these at no cost; based on last 90 days of sales
- Review active, pending, and sold comps with your agent
- Understand your suburb's days-on-market trend
- Avoid overpricing — it leads to price cuts and stigma
- Discuss list-price vs. target-price strategy
- Decide on concession strategy upfront

WEEK OF LISTING

- Professional photos scheduled (mandatory — not phone photos)
- 3D tour / video walkthrough scheduled
- Disclosures completed and signed
IL requires property condition disclosure
- HOA documents gathered (if applicable)

- Steam clean carpets or consider replacing if worn
- Refinish or clean hardwood floors
- Neutralize paint colors if very bold or unusual
- Remove personal photos and memorabilia
- Stage or rearrange furniture for photos
- Improve curb appeal: mow, mulch, plant seasonal color
- Paint or power-wash front door and entry
- Survey located (saves ~\$500 if buyer requests it)
- Showing instructions decided: lockbox vs. appointment
- Pets and valuables secured or removed for showings
- Review and sign listing agreement

A note from Krunal

The #1 ROI activity for most sellers is decluttering and a fresh coat of neutral paint. I've seen homes go from "meh" to multiple offers with \$800 in paint and a weekend of purging. Call me before you hire contractors — some projects aren't worth the spend.