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2026 EDITION

SELLER'S CHECKLIST

Sell for *More*: The ROI Checklist

The room-by-room, dollar-by-dollar playbook we use to prepare our sellers' homes — so yours shows better, appraises stronger, and commands top offers.



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MAXIMIZE YOUR RETURN

Sell Smart: The ROI Checklist

In a normalizing 2026 market, buyers are active but selective — and presentation is the difference between a home that lingers and one that sells at top dollar. The good news: the highest-return improvements are rarely the most expensive ones.

This checklist is the exact playbook we walk our sellers through. Work top to bottom, and you'll list a home that shows better, appraises stronger, and commands the offers it deserves.

> **THE 48-DAY REALITY**
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> Homes in Salt Lake County are averaging **48 days on market**. Well-prepared homes beat that average handily. The ones that stall are almost always **overpriced or under-presented** — both fixable before you list.

> **PLEASE NOTE**
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> The cost and return figures in this checklist are typical ranges, not a quote and not a guarantee of sale price or timeline. Every home and every market is different. Real estate markets move in both directions and no outcome is guaranteed. This material is general information only. It is not financial, investment, legal, or tax advice. Figures come from published third-party sources and are current only as of the date shown. Please verify anything you intend to rely on, and speak with a licensed professional before making a decision.

Phase 1 — Declutter & Depersonalize (Highest ROI, Lowest Cost)

- [ ] **Clear every surface.** Counters, shelves, and tables should be 80% empty. Buyers need to picture *their* life, not yours.
- [ ] **Pack personal photos and collections.** You're moving anyway — start now.
- [ ] **Pare back closets and pantries by a third.** Half-empty storage reads as "plenty of space."
- [ ] **Remove or rent-store bulky furniture** so every room feels larger and flows.

Phase 2 — Deep Clean & Repair the Small Stuff

- [ ] **Professional deep clean**, including carpets, windows, and grout. Nothing signals "well cared for" faster.
- [ ] **Fix the nagging details:** leaky faucets, sticky doors, loose handles, burnt-out bulbs, cracked outlet covers.
- [ ] **Touch up paint** in neutral tones; repaint any bold or dated walls.

- [ ] **Eliminate odors** (pets, smoke, cooking) — buyers notice within seconds.

Phase 3 — Curb Appeal & First Impressions

- [ ] **Freshen the front:** mow, edge, mulch, and add a few potted plants by the door.
- [ ] **Paint the front door** and polish hardware — the cheapest high-impact upgrade there is.
- [ ] **Clean or pressure-wash** siding, walkways, and the driveway.
- [ ] **Stage the entry** so the first ten seconds inside feel bright and welcoming.

SPEND WISELY

Where to Invest — and Where to Stop

Not every dollar spent comes back. Focus on the improvements that buyers actually pay for, and skip the ones that don't move the needle.

WORTH IT	WHY IT PAYS
Deep clean & declutter	Near-zero cost, single biggest impact on showings
Neutral paint	Modernizes instantly; broadens buyer appeal
Curb appeal & front door	Sets the tone before buyers walk in
Professional staging & photography	Staged homes photograph better and sell faster
Pre-listing inspection	Removes surprises that kill deals late

SKIP IT	WHY TO HOLD OFF
Full kitchen/bath remodels	Rarely return their cost right before a sale
High-end custom finishes	Your taste may not match the buyer's
Major landscaping projects	Big spend, modest return; tidy beats elaborate
Pool additions	Expensive, and appeal to only some buyers

> PRO MOVE
>
> A **pre-listing inspection** ($300–$500) lets you fix issues on your terms — before a buyer's inspector uses them to renegotiate. It's the cheapest deal-insurance you can buy.

Price & Timing: The Strategy That Seals It

Preparation gets buyers in the door; **pricing** gets the offer. In 2026's balanced market, the sellers who win price *right* from day one rather than testing a high number and chasing it down.

- **Price to the data, not to hope.** An overpriced home makes every competitor look like a bargain — and grows stale fast.
- **The first two weeks matter most.** Your listing is freshest — and gets the most traffic — the moment it hits the market. Be ready before you list, not after.

- **Lean into Utah's spring/early-summer peak** when buyer demand is highest, but a well-prepared home sells in any season.
- **Let a strategist set the number.** A comparative market analysis from an agent who knows your exact neighborhood beats any online estimate.

Your Two-Week Countdown to Listing

- [ ] **Weeks 1–2 out:** declutter, complete repairs, deep clean, book the pre-listing inspection.
- [ ] **Week 1 out:** stage, complete curb appeal, schedule professional photography.
- [ ] **Listing day:** finalize pricing with your agent, go live, and welcome your first showings.

Ready to make your move?

This guide is a starting point. The real advantage is a team that has navigated every kind of Utah market for more than five decades. Let's talk about your specific goals — no pressure, just straight answers.



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