

30 Day Pre-Listing Checklist.

A step by step Roadmap to Maximising Your Property Value & Market Impact

Optimise The Outcome : The preparation you do before your property hits the market dictates your final sale price and time on the market. This 30 day checklist breaks down the legal, financial, repair and presentation tasks required to launch a high impact property listing.

WEEK 1	Days 1 - 7 : Financial Foundations and Legal Team Assembly		
DONE	ACTION ITEM	DESCRIPTION & KEY OBJECTIVES	SPECIALIST LEAD
☐	Mortgage & Equity Review	Contact lender to confirm exact redemption figure, early repayment charges (ERC's), and porting eligibility. Calculate total move deposit.	Mortgage Broker / Lender
☐	Conveyancer Instruction	Instruct a conveyancing solicitor early. Complete ID/AML checks and fill out initial Property Information (TA6) and Fittings/Contents (TA10) forms.	Solicitor / Conveyancer
☐	EPC Verification	Check the official register for your properties active Energy Performance Certificate (Valid for 10 Years). If expired/missing, book an accredited assessor asap.	EPC Assessor
☐	Document Consolidation	Gather FENSA window certificates, gas safety/boiler service logs, electrical certificates (EICR), building sign offs. and any guarantees into one place.	Homeowner
☐	Leasehold Pack (if applicable)	Request the management pack from the freeholder/managing agent. Confirm ground rent, service charge statements and remaining lease term.	Managing Agent / Freeholder

Get Legal Ready Instructing your solicitor on Day 1 rather than waiting for an offer can save up to 3 weeks in the transaction process, significantly reducing buyer drop out risks

WEEK 2	Days 8 - 14 : Maintenance, Repairs & Decluttering		
DONE	ACTION ITEM	DESCRIPTION & KEY OBJECTIVES	SPECIALIST LEAD
☐	Decluttering Audit	Box up personal keepsakes, excess clothes, and any clutter. Allow free movement of walkway routes around the property and set up defined spaces to show uses for each area.	Homeowner
☐	Minor Snagging Fixes	Fix dripping taps, squeaky doors, cracked tiles, scuffed skirting boards, broken sockets/light switches and loose cupboard handles.	Handyperson / DIY
☐	Neutralising Walls	Repaint bold or heavily scuffed high-traffic zones with neutral off-white or warm beige tones to maximise light.	Painter / Homeowner
☐	Lighting & Bulb Audit	Replace all blown bulbs. Ensure consistent warm lighting throughout (matching colour temperature across fixtures to enhance photography).	Homeowner

First Impressions Count : If a buyer can see that you take care of the small things, it is likely that you have also taken care of the big things. Unknown potential construction risks are a cause for concern at the viewing stage. Presenting a well maintained home will help to eliviate those initial concerns.

WEEK 3 Days 15 - 21 : Kerb Appeal, Deep Cleaning & Due Diligence

DONE	ACTION ITEM	DESCRIPTION & KEY OBJECTIVES	SPECIALIST LEAD
☐	Front Entrance Makeover	Power wash driveways/pathways, clean or repaint the front door, polish hardware, add a fresh doormat, and install potted greenery near the entrance.	Gardener / Homeowner
☐	Garden Preparation	Mow lawns, trim overgrown hedges, weed flowerbeds, clean patio furniture, and ensure wheelie bins are neatly screened off.	Gardener / DIY
☐	Deep Cleaning	Deep clean carpets, grout, windows (inside & out), oven, and glass shower screens. Eliminate pet odours and ensure fresh ventilation.	Cleaning Specialist
☐	Agent Valuations	Invite shortlisted local agents for valuations. Evaluate their marketing plans, sold track record, fee structures and recommended strategies.	Estate Agents

Make an Impact : In a busy market place, the properties that are presented professionally online that highlight key features, backed up with a unique social media campaign will generate more interest and stand out from the competition.

WEEK 4 Days 22 - 30 : Staging, Marketing Media & Launch

DONE	ACTION ITEM	DESCRIPTION & KEY OBJECTIVES	SPECIALIST LEAD
☐	Final Home Staging	Dress beds with crisp neutral linen, place fresh towels in bathrooms, add fresh flowers to the dining table and clear all kitchen worktops.	Homeowner / Stager
☐	Professional Marketing Media	Conduct the marketing session during peak light and dry weather if possible. Ensure vehicles are off the driveway and bins removed from sight.	Media Team / Photographer
☐	Listing Proofing & Approval	Review the floorplan dimensions, council tax band, EPC rating, key descriptive details and photo sequencing prior to online publication.	Agent & Homeowner
☐	Official Launch	Go live across property portals, social channels and buyer database. Coordinate viewing slots for maximum launch impact.	Estate Agent

KEY MARKETING STRATEGY OVERVIEW

1. High-Impact Presentation

- Professional photography, drone footage and videography
- Detailed floor plans and virtual tours
- High quality premium printed property brochures
- Virtual staging for empty or unfurnished spaces
- Lifestyle led property marketing videos

2. Targeted Buyer Reach

- Property portal listing (Rightmove, Zoopla etc)
- Hyper-local social media campaign targeting
- Direct phone outreach to buyer database
- Hosting an Open House event
- Networking with Relocation Agents