

Fall Home-Selling Marketing Checklist Designed for Massachusetts Sellers

Pre-Listing Prep (4–6 Weeks Before Going Live)

- Schedule a market consultation to determine your property's price position against active inventory.
- Complete minor updates: touch-up paint, fresh caulking, fix leaky faucets, service HVAC, and replace outdated lighting.
- Pre-pack — remove one-third of visible belongings and stage closets for space.
- Order your professional photography early to capture green foliage or peak color before leaves fall.
- If applicable, schedule Title 5 septic inspection, well testing, or smoke/CO inspections.
- Review your town's fall yard waste pickup schedule to plan for cleanup before listing photos

Curb Appeal & Seasonal Maintenance

- Power-wash siding, decks, and walkways.
- Trim shrubs and trees to highlight your home's structure.
- Add seasonal accents — pumpkins, mums, and wreaths in neutral tones.
- Clean gutters and check downspouts before heavy fall rain.
- Keep walkways clear of leaves for showings (and safety).

Pricing & Positioning

- Review your CMA and understand how pricing bands work on MLS and major portals.
- Consider psychological pricing: e.g., \$499,900 may draw more search traffic than \$501,000.
- Ensure your listing price aligns with buyer search filters (most portals use \$25K increments).
- Set expectations — in today's market, overpriced homes stall quickly; competitive pricing draws multiple offers faster.

Marketing Launch (Week 1–2)

- Confirm your listing date.
- Feature seasonally warm staging: cozy lighting, fall flower displays, and clean outdoor views.
- Share to social media with hyper-local hashtags (#NorthCentralMAHomes #MassachusettsRealEstate).
- Plan to be out of your home for the open house and showings. It would be a great idea to get a pet sitter for the first weekend!

During Active Listing (Weeks 3–5)

- Keep interior temperature comfortable during showings (70–72°F).
- Maintain curb appeal — rake, sweep, and replace seasonal décor as needed.
- Monitor feedback and market activity weekly; adjust pricing if showing volume slows.
- Let your agent know to schedule your Open House strategically before major local events (fairs, football weekends, etc.).
- Stay flexible on showing times — fall daylight hours are shorter!

Offer & Closing Coordination

- Prepare for quick negotiation cycles — many fall buyers want to close before the holidays.
- Have contractors ready for minor repair requests from inspections.
- Coordinate closing and move-out logistics early; weather delays can affect late-fall closings.

- Homes that are market-ready and positioned correctly continue to sell swiftly across Central MA— even as inventory rises.
- A strong marketing plan, professional presentation, and accurate price positioning can help you stand out in this market.

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