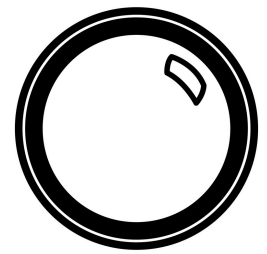


# The Ultimate Staging Checklist



## The Important Essentials

A general rule of thumb is that anything to do with cleaning should be put away. **If you can use it to clean, wipe, dry or store rubbish, it should go.**

1. **Hide or store any washing.** This includes any piles of laundry, laundry bags, strewn clothes and washing that's hanging on a clothes horse or radiator.
2. **Remove any cleaning utensils.** Hand soaps, washing up liquid, anti-bacterial gel, cloths, squeegees, toothbrushes and tea towels can all be hidden in cupboards.
3. **Kitchens and bathrooms should be free of fabric and crockery.** This includes towels, bath mats, oven mitts, kitchen roll, toilet paper, mugs, cups and plates. An exception to this is well-presented crockery and napkins on a dining table if you choose to do so.
4. **Straighten out bed sheets and cushions.** This also goes for sofa cushions, upholstery and table cloths.
5. TVs should be off. Cupboard doors should be closed. Wires should be tucked away as neatly as possible. Surfaces should be cleaned and wiped down.

## First Impressions Count

Whether it's the first image they see online or the first time they visit for a viewing, potential buyers will make a lasting impression of your property in just seconds. Make it count.

- ☐ Sweep the front porch clear of leaves, dust, and debris
- ☐ Wipe down the doors and clean the windows
- ☐ If you have porch lights, make sure they're on for the photos or before the buyer arrives
- ☐ Store away bins, bikes, or vehicles
- ☐ Get a lovely looking welcome mat

## Declutter & Depersonalise

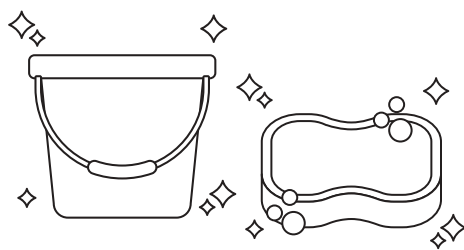
We want our potential buyers to be able to imagine a lived-in property, without clutter and personal items distracting them.

- ☐ If possible remove excess furniture to create a larger sense of space
- ☐ Store away personal photos and memorabilia
- ☐ Remove fridge magnets, notes, and children's drawings
- ☐ Keep surfaces clear - only a few stylish items should remain

## Deep Clean Everything

Your buyers are about to drop a lot of money down on your property. You can help nudge their decision by making sure everything sparkles.

- ☐ Clean floors, windows, and surfaces
- ☐ Pay extra attention to kitchens and bathrooms - buyers notice grime
- ☐ Remove odours as best as possible. Odours normally come from pets, bathrooms/plumbing, food, and smoke



## Get Their Senses Involved

It's not just about looks. The way your property smells, sounds, and feels will impact their decisions to buy or not to buy...

- ☐ Get a scent diffuser. You get what you pay for with diffusers. Get a good quality one
- ☐ Place the diffuser near the entrance and a few others in bathrooms. The smell will be one of the first things they notice
- ☐ If requiring guests to take shoes off (which we recommend), have the first point of contact for their feet be a clean, soft rug

## Go The Extra Mile

If you think your property deserves everything it can get, we recommend these extras to really stand out from the crowd and show off your property in the best light possible.

1. Book a Dusk or Twilight Shoot With a Professional Photographer – Evening shots with warm interior lighting can create a more inviting and premium look.
2. Professional Cleaning – A deep clean ensures the home looks spotless, especially in high-traffic areas like kitchens and bathrooms.
3. Fresh Flowers & Greenery – Adding plants or fresh flowers creates a sense of warmth and life in the home.
4. Highlight Lifestyle Features – Set the dining table, arrange outdoor seating, or stage a cozy reading nook to help buyers picture themselves in the space.
5. Optimize for Video Tours – If offering a video walk-through, ensure all curtains are evenly opened, doors are ajar for flow, and lighting is balanced.



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