

A PRACTICAL GUIDE FOR SARASOTA HOMEOWNERS

Prepare your home for its next chapter

A clear plan for a polished first impression

Where to focus your effort, what to prepare in each room, and how to feel ready for photography and showings.

Renee Barnes

REALTOR®

Marcus & Company Realty, LLC

(775) 362-8445

renee.barnes@marcusandcompanyrealty.com



ROOM CHECKLISTS • PHOTO DAY • YOUR PREPARATION PLAN

START WITH A PLAN

Focus on what buyers will notice

A well-prepared home feels clean, cared for, and easy to move through. Begin with the basics, then decide which extras are worthwhile.



Choose your priorities

Start here
Declutter, deep clean, replace burned-out bulbs, and address small visible maintenance items.

Discuss before spending
Review painting, flooring, landscaping, and larger updates with me before committing your budget.

Make the arrival feel welcoming

- [ ] Trim landscaping and clear the walkway.
- [ ] Wash the front door and exterior lights.
- [ ] Use one simple, welcoming plant or planter.

Walk the route a buyer will take, from the driveway to the front door. Remove clutter, tidy outdoor seating, and make sure the entrance is easy to reach.

LIVING SPACES AND KITCHEN

Create room to imagine living here

Give each room a clear purpose. Buyers should be able to notice the space, light, and layout without working around your belongings.





Living spaces

- [ ] Remove extra furniture and oversized décor.
- [ ] Open blinds and use warm, consistent lighting.
- [ ] Keep surfaces mostly clear with a few intentional accents.

Kitchen

- [ ] Clear counters except for one or two styled items.
- [ ] Remove magnets, notes, and personal papers.
- [ ] Clean appliances, cabinet fronts, grout, and hardware.

A useful final test

Stand at each doorway and take a quick phone photo. Look for crowded furniture, distracting cords, and countertop clutter. Edit what pulls attention away from the room itself.

BEDROOMS AND BATHROOMS

Make everyday spaces feel calm

Simple styling and thorough cleaning usually do more for presentation than adding lots of new décor.



THE GOAL / CLEAR SURFACES, SOFT LIGHT, LESS VISUAL CLUTTER

Bedrooms

- [ ] Use neutral bedding and simple pillows.
- [ ] Clear nightstands and organize visible closets.
- [ ] Remove personal photographs and valuables.

Bathrooms

- [ ] Put away daily toiletries and medications.
- [ ] Use fresh white towels and a clean shower curtain.
- [ ] Polish mirrors, fixtures, glass, and tile.

Store thoughtfully

Pack items you will not need before moving. Avoid filling closets to the brim, and store valuables, personal records, and medications securely before visitors arrive.

PHOTOGRAPHY AND SHOWINGS

Be ready before the first photo

Complete the bigger tasks ahead of time. Use this final pass to make the home consistent from room to room.



The final walkthrough

- [ ] Hide pet supplies, trash cans, cords, and remotes.
- [ ] Replace burned-out bulbs and fix small distractions.
- [ ] Set a comfortable temperature and keep the air fresh.

Just before you leave

- [ ] Open window coverings and turn on the planned lighting.
- [ ] Make beds, straighten towels, and close toilet lids.
- [ ] Clear sinks and put away daily-use items.
- [ ] Arrange for pets and secure valuables before showings.

Keep fragrance light. Clean the source of odors instead of masking them with strong candles or sprays. Coordinate the final setup with your photographer and agent.

YOUR PREPARATION PLAN

Turn the checklist into action

Choose a few priorities, assign the work, and set realistic dates. You can type into this page and check items throughout the brochure, or print it and write by hand.

PROPERTY ADDRESS

TARGET PHOTOGRAPHY DATE

PREPARATION BUDGET

Your three priorities

TASK 1	**WHO**	**BY WHEN**
TASK 2	**WHO**	**BY WHEN**
TASK 3	**WHO**	**BY WHEN**

Let’s make a plan for your property

I’ll walk through your property with you, help prioritize the changes that matter, and discuss where to focus your time and budget.

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