Stage Well

CHECKLIST

Home selling checklist

Everything to do from eight weeks out to the day of each open home, in order. Tick items off as you go, and keep this sheet with your agent's and stager's contact details.

In this checklist

1. The eight-week pre-sale plan
2. Getting ready for listing photos
3. Moving out while staged
4. Before each open home

SECTION 1

The eight-week pre-sale plan

Start here, about eight weeks before your home goes on the market.

Weeks 8–6

- [ ] Choose and book your real estate agent
- [ ] Book a stager if you're using one
- [ ] Book the photographer's date
  Book photos after the stager confirms their completion timeline

Weeks 5–3

- [ ] Declutter room by room
- [ ] Complete any agreed repairs or touch-up paint
- [ ] Tidy up street appeal: lawns, gardens, front door

Weeks 2–0

- [ ] Deep clean the whole home
- [ ] Stage the home if applicable (the day before photos)
- [ ] Final walk-through before photo day
- [ ] Set up the daily open-home reset routine

Don't have eight weeks? If you move quickly and outsource some of the work, you can still comfortably be ready to list in two to three weeks.

SECTION 2

Getting ready for listing photos

Your listing photos are the first open home most buyers attend.

Before the photographer arrives

- [ ] Declutter every surface the camera will see
- [ ] Remove personal photos and fridge magnets
- [ ] Mow lawns and clear outdoor furniture
  Street appeal shots go first
- [ ] Fix any obviously broken fixtures or marks

On the day

- [ ] Open all curtains and blinds for natural light
- [ ] Turn on all lamps, even in daylight
- [ ] Move cars off the driveway and street frontage
- [ ] Confirm which rooms are being photographed

SECTION 3

Moving out while staged

If you are living elsewhere while the home is staged and on the market.

While staged furniture is in place

- [ ] Agree a clear start and end date for the stage with your stager
- [ ] Check your stager insures their own items, and any excess you're liable for if a claim arises
  Flag with your agent too
- [ ] Take a small set of your own essentials with you. Store the rest of your things not being used for the staging elsewhere.
- [ ] Plan your own moving day for after the campaign ends

SECTION 4

Before each open home

Repeat these before every open home and private viewing.

An hour before (if living in the home)

- [ ] Clear kitchen and bathroom benches
- [ ] Make every bed
  Simple linen, no clutter on top
- [ ] Hide laundry baskets and dishes
- [ ] Open curtains and turn on lamps

Just before buyers arrive

- [ ] Air the house for 15 to 30 minutes
- [ ] Remove pets or arrange for them to be elsewhere
- [ ] Take out rubbish and recycling bins
- [ ] Do a final walk-through from the front door

Need a hand? Find a vetted home stager in your region at stagewell.nz/find-a-stager. For the guides behind these steps, see stagewell.nz/prepare-to-sell.