

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Dear [Client Name],

It was a pleasure meeting with you to discuss the upcoming sale of your home. To ensure we attract the best offers and showcase your property in its best light, I have put together this room-by-room preparation and staging guide.

## **General Recommendations**

- Depersonalize: Remove family photos, trophies, and personal collections.
- Declutter: Clear all countertops and remove excess furniture to make rooms feel larger.
- Lighting: Replace any burnt-out bulbs and use the highest wattage safe for the fixtures.

## **Entryway & Living Room**

- Clear the coat rack and put away excess shoes.
- Arrange furniture to create an open flow and highlight the focal point (e.g., fireplace or window).
- Add neutral decorative pillows to the sofa for a fresh look.

## **Kitchen**

- Clear all appliances from the countertops.
- Ensure the sink is empty and scrubbed bright.
- Organize the pantry and cabinets (buyers do look inside).

## **Bedrooms**

- Use neutral, light-colored bedding and make beds daily.
- Clear nightstands of everything except a lamp and one small decorative item.
- Clean out closets to show at least 20% empty space, making them look bigger.

## **Bathrooms**

- Remove all personal toiletries from the shower and vanity.
- Display fresh, white towels.
- Ensure all grout and surfaces are deep-cleaned.

## **Curb Appeal**

- Trim the lawn and bushes.
- Sweep the front porch and add a new welcome mat.
- Ensure the house number is clearly visible.

Please let me know if you have any questions or if you would like a referral for a professional cleaner or handyman. I look forward to getting your home on the market!

Best regards,

[Your Name]

[Your Company]

[Your Phone Number]

[Your Email]