⭐ SELL FOR MORE SYSTEM™

SHOWING DAY CHECKLIST

A quick, repeatable routine to ensure every showing leaves buyers with the best possible impression — and maximizes your chance of receiving strong offers.

Think of this as your "15-Minute Transformational Routine."

⭐ SECTION 1 — LIGHTING + AMBIANCE

✓ Turn ON every single light in the home

Buyers perceive lit homes as larger, warmer, and more inviting.

✓ Open ALL blinds and curtains

Natural light increases perceived value.

✓ Turn OFF ceiling fans

Photos blur, and buyers interpret movement as "drafty."

✓ Set the temperature comfortably

- **Summer:** 68–70°
- **Winter:** 70–72°
  A comfortable home feels well-maintained.

⭐ SECTION 2 — SIGHT + SMELL

✓ Ensure the home smells neutral and clean

NOT floral, not cinnamon, not perfumed.
Just fresh.

✓ **Remove ALL trash**

Kitchen, bathrooms, office, bedrooms.

✓ **Hide pet items**

Bowls, beds, toys, crates, litter boxes — all gone.

✓ **Hide dirty laundry and laundry baskets**

A quick toss into the washer or a bin works.

✓ **Clear kitchen counters**

Move drying racks, scrub pads, sponges, and dish soap.

✓ **Clear bathroom counters**

Toiletries instantly lower perceived value.

✓ **Flush all toilets and close lids**

Yes — buyers notice.

⭐ SECTION 3 — APPEARANCE + ORDER

✓ **Make all beds (hotel tight)**

Smooth bedding = luxurious perception.

✓ **Straighten rugs**

No curled edges or crooked placements.

✓ **Fluff pillows + fold throws neatly**

Visually calming.

✓ Close all closet doors

Except those you want buyers to walk into — those should be open and organized.

✓ Close shower curtains

Unless the tile is beautiful — then leave open.

✓ Clear entryway

No shoes, coats, bags, or mail.

⭐ SECTION 4 — KITCHEN + DINING

✓ Completely clear the sink

No dishes. No drying items.

✓ Put away dish racks + towels

They make kitchens feel smaller.

✓ Remove pet food bowls

Critical if your home has odors.

✓ Set a simple dining table (optional)

Two plates + napkins OR a single centerpiece.

✓ Remove ALL magnets + papers from the fridge

This visually doubles the kitchen's appeal.

⭐ SECTION 5 — BATHROOM RESET

✓ Remove ALL personal items

Toothbrushes, razors, medicines, makeup, products.

✓ Fresh towels

One clean neutral towel per bathroom.

✓ Close toilet lids

Mandatory.

✓ Remove trash cans

Buyers should NOT see them.

✓ Quick wipe of sinks + faucets

Shine communicates “well maintained.”

⭐ SECTION 6 — OUTDOOR PREP

✓ Sweep porch + entry

No leaves or debris.

✓ Remove clutter

Toys, tools, hoses, broken décor.

✓ Clean or replace doormat

First impressions matter.

✓ Open or stage patio furniture

Neat, intentional, and inviting.

✓ **Secure pets**

Inside garage, crates, or off-site.

⭐ SECTION 7 — SAFETY + ACCESS

✓ **Leave the home 10 minutes before scheduled showings**

Buyers MUST feel free to look, talk, and imagine — without pressure.

✓ **Unlock deadbolts (if instructed by your agent)**

Smooth access matters.

✓ **Turn off alarms unless showing instructions say otherwise**

Buyers shouldn't be startled.

⭐ SECTION 8 — FINAL 30-SECOND SWEEP

Right before you walk out, check:

✓ **Lights on in every room**

✓ **Toilets closed**

✓ **Trash removed**

✓ **Counters cleared**

✓ **Pet items hidden**

✓ **House smells neutral**

✓ **All blinds open**

✓ **Beds tidy**

✓ **Floors clear**

This is the difference between:

“Nice home…”
and
“Oh wow — this one feels amazing.”

Buyers don’t buy the home…
They buy the **feeling** they have inside the home.

⭐ KEY TAKEAWAY

Showing day isn’t about perfection —
it’s about **presentation**.

Buyers fall in love emotionally and justify logically.

This checklist creates the emotional environment that makes your home stand out and encourages stronger offers.