

Decluttering Tips for Sellers

1. Start with a Buyer's Mindset

Tell sellers: “*Your home is now a product.*”

Buyers want to imagine themselves living there—not feel like they’re visiting someone else’s life.

✓ Remove:

Personal photos
Kids’ artwork
Excess decorations

2. The 50% Rule

Every space should look **half full**.

- ✓ Closets → remove 50% of clothes
- ✓ Kitchen cabinets → clear counters & reduce items
- ✓ Storage areas → organize and simplify

This makes spaces feel **bigger and more valuable**.

3. Clear the Big Visual Areas First

Focus on what buyers notice immediately:

Entryway
Living room
Kitchen counters
Bathrooms

- ✓ Keep surfaces clean, open, and minimal
- ✓ Add 1–2 simple decor items (plants, bowl, neutral accents)

4. Neutralize the Space

Strong styles can turn buyers away.

- ✓ Remove bold colors, loud patterns
- ✓ Keep decor simple and neutral
- ✓ Think “model home” vibe

5. Declutter by Category (Not Room)

This speeds things up and keeps consistency.

- ✓ Clothes
- ✓ Papers
- ✓ Kitchen items
- ✓ Decorations

Encourage sellers to use the **3-box system**:

Keep
Donate
Trash

6. Don't Forget Hidden Spaces

Buyers *always* check:

- Closets
- Garage
- Basement
- Laundry room
- ✓ These should look organized, not packed
- ✓ Use bins, shelves, labels

7. Remove Excess Furniture

Too much furniture = smaller rooms.

- ✓ Keep only essential pieces
- ✓ Open up walking space
- ✓ Highlight room size and flow

8. Daily “Show-Ready” Routine

Once decluttered, maintain it:

Make beds
Clear counters
Put items away daily
Quick wipe-down of surfaces

9. Pre-Pack Like You're Moving (Because You Are)

Decluttering = first step of moving.

- ✓ Pack seasonal items
- ✓ Pack rarely used belongings
- ✓ Store boxes neatly or off-site

10. Bring in a Pro if Needed

If overwhelmed:

- ✓ Professional organizer
- ✓ Cleaning service
- ✓ Home stager

This can **increase perceived home value and speed up sale**

Real Estate Angle

“Decluttering isn’t cleaning—it’s marketing.”

Homes that are decluttered:

- Sell faster
- Photograph better
- Attract stronger offers

“Before we list your home with *The Real Agency*, we’ll guide you through a simple decluttering strategy that helps buyers emotionally connect with your space. The goal is to make your home feel bigger, brighter, and move-in ready—so we can get you top dollar.”