



Open House Prep Guide

**How to Get Your Home Ready to
Show and Sell**

Why Open House Prep Matters

Potential buyers form their first impression of your home within just **7 seconds** of walking through the door. This critical moment can make or break their interest in your property.

Professional staging transforms your house into a welcoming space that helps buyers envision themselves living there. When buyers form an emotional connection to your home, they're more likely to act quickly and submit competitive offers.

Statistics show that professionally staged homes sell **73% faster** than non-staged properties and often receive offers **6-20% higher** than the asking price. The investment in preparation pays significant dividends.





Decluttering & Depersonalizing

Creating a neutral canvas allows potential buyers to imagine their own lives unfolding in your space. The goal is to strike the perfect balance between a blank slate and a welcoming home.

Remove Personal Items

- Family photos and personal artwork
- Collections and hobby displays
- Religious items and diplomas
- Refrigerator magnets and children's artwork

Clear Excess Furniture

- Remove bulky or oversized pieces
- Open up traffic flow patterns
- Keep only essential furniture
- Create spacious, airy rooms

Apply the 50% Rule

- Clear 50% of countertop space
- Remove half of items from shelves
- Organize closets to show space
- Minimize cabinet contents

Cleaning & Detailing

A spotlessly clean home signals to buyers that the property has been well-maintained. Every surface should sparkle, and even the smallest details matter when making that crucial first impression.

Deep Cleaning Essentials

- **Kitchen:** Scrub appliances inside and out, degrease surfaces, clean behind appliances
- **Bathrooms:** Deep clean grout, polish fixtures, remove soap scum and hard water stains
- **Floors:** Professional carpet cleaning, refinish hardwood scratches, mop all surfaces
- **Walls & Baseboards:** Touch up paint, clean scuff marks, dust thoroughly
- **Windows:** Clean inside and out for maximum natural light

Commonly Missed Areas

- Light fixtures and ceiling fans
- Inside cabinets and drawers
- Under sink areas and appliances
- Window tracks and door frames
- Switch plates and outlet covers
- Garage and storage areas

Consider Hiring Professionals: A professional cleaning service typically costs \$200-400 but ensures every detail is perfect. The time saved allows you to focus on other preparation tasks.

Staging Basics

Strategic staging highlights your home's best features while creating an inviting atmosphere that encourages buyers to linger and imagine themselves living there.



Living Room

Create conversation areas with properly scaled furniture. Add throw pillows in neutral tones and ensure clear traffic flow throughout the space.



Kitchen

Clear all countertops except for a coffee maker or decorative bowl. Add fresh flowers or a small plant to bring life to the space.



Master Bedroom

Invest in luxurious bedding in neutral colors. Remove personal items from nightstands and ensure the room feels like a serene retreat.

Lighting & Atmosphere



- Turn on every light in the house
- Replace dim bulbs with brighter, warm-toned options
- Open all curtains and blinds for natural light
- Add table lamps to dark corners



Curb Appeal Essentials

Your home's exterior creates the crucial first impression before buyers even step inside. Investing in curb appeal improvements often yields the highest return on investment.

01

Lawn & Landscaping

Mow, edge, and fertilize the lawn. Trim bushes, add fresh mulch to flower beds, and plant seasonal flowers for pops of color. Remove any dead plants or overgrown vegetation.

03

Exterior Details

Wash windows, siding, and walkways. Clean gutters and ensure house numbers are visible and attractive. Power wash the driveway and any exterior concrete surfaces.

02

Front Door & Entrance

Clean or repaint the front door in an inviting color. Polish all hardware, add a fresh welcome mat, and ensure porch lighting works. Consider adding potted plants flanking the entrance.

04

Seasonal Adjustments

Adapt your curb appeal to the season: spring flowers, summer greenery, fall decorations with pumpkins and mums, or winter lighting and cleared walkways.

Setting the Perfect Atmosphere

The day of your open house, every sensory detail contributes to creating an environment where buyers feel comfortable and can envision themselves calling your house their home.



Lighting

Open all curtains and blinds to maximize natural light. Turn on every light in the house, including lamps and accent lighting. Bright spaces feel larger and more welcoming.



Temperature

Set the temperature to a comfortable 68-72°F. Buyers should feel neither too hot nor cold, allowing them to focus entirely on your home's features.



Scent

Choose subtle, natural scents like vanilla, fresh linen, or light citrus. Avoid strong candles or air fresheners that might overwhelm or trigger allergies.



Ambiance

Play soft instrumental music at low volume. Consider offering bottled water and light snacks like cookies or mints to create a welcoming atmosphere.



Why Sellers Should Leave

Buyers feel more comfortable exploring and discussing the property when sellers aren't present. This allows your agent to build rapport with potential buyers and address concerns openly without awkwardness.



Your Path to Success

Proper preparation is the foundation of a successful open house and quick sale. Every detail matters when creating lasting impressions.

1

Declutter & Depersonalize

Create a neutral canvas that allows buyers to envision their own lives in your space.

2

Deep Clean & Stage

Ensure every surface sparkles and key rooms are perfectly staged to highlight your home's best features.

3

Perfect the Atmosphere

Set the ideal lighting, temperature, and ambiance to create an emotional connection with potential buyers.

Remember: Leave during the open house to give buyers the freedom to explore and fall in love with your home. Trust your agent to showcase your property's unique appeal.

Use your open house checklist to ensure nothing is missed. Your thorough preparation will translate into positive impressions, emotional connections, and ultimately, stronger offers that help you achieve your selling goals.

Hosting an Open House? You Don't Have to Do It Alone

Just because you're preparing to show your home doesn't mean you have to figure it all out by yourself.

Hi, I'm your local real estate professional, here to support sellers at every stage—even if you're just starting to think about hosting an open house. Whether you need guidance on decluttering and staging, want a professional second opinion on curb appeal, or decide you'd rather have an expert handle the details—I've got you covered.

I'm passionate about helping people present their homes in the best light and achieve a smooth, successful open house. If at any point you want to explore how working with a real estate professional can simplify the process (or just want to talk strategy), I'm here for that too.

📞 Call/Text: (918) 857-0084

✉️ Email: morgan.tipton@kw.com

📍 Serving Tulsa, Jenks, Bixby, Broken Arrow + Surrounding Areas

📷 Instagram: @morgantipton.realtor

