

30-Day Pre-Market Checklist

A flexible preparation plan, not a promise to sell in 30 days. Move the weeks to suit your property, budget and availability; some documents or repairs take longer.

Four weeks out · Get the facts together

- ☐ Request an in-person appraisal and discuss your goals, timing and next move. Ask for comparable sales, a written range and the reasoning behind it.
- ☐ Gather title information, plans, consent records, warranties and invoices. Discuss whether a current LIM or other council records would help buyers understand the property.
- ☐ Tell your salesperson about known defects, alterations and anything uncertain in the records. Get legal or qualified advice where needed; do not cover up issues for presentation.
- ☐ If relevant, gather body corporate records, levies, cross-lease documents, covenants and shared-access arrangements for your lawyer to review.

Agree a sensible campaign plan

- ☐ Compare auction, deadline, negotiation or an asking price, and tender where appropriate. The method should fit the likely buyers and your situation.
- ☐ Read the agency agreement and confirm commission, marketing costs, payment obligations and what happens if the property does not sell. Seek independent advice before signing.
- ☐ Set a preparation budget and a provisional launch date. Book trades early and prioritise work buyers need to understand over changes made only for appearance.

Do the useful jobs first

Clean, repair and declutter before committing to a bigger renovation. There is no assurance that improvement costs will be recovered in the sale price.

Three weeks out · Repairs and presentation

- ☐ Fix manageable maintenance: sticking doors, loose handles, dripping taps and failed light bulbs. Use appropriately qualified trades for electrical, plumbing or specialist work.
- ☐ Investigate moisture, leaks or structural concerns properly. Keep records of advice and repairs; paint or styling is not a substitute for resolving the cause.
- ☐ Declutter benches, floors, wardrobes and the garage so buyers can see usable space. Store personal or valuable items securely.
- ☐ Tidy lawns, gardens, entry areas and outdoor living. Clean paths or decks only with methods suited to the surface; avoid causing damage.

Two weeks out · Ready for photography

- ☐ Deep-clean windows, kitchens, bathrooms and light fittings. Touch up paint where useful and check heating and included chattels are working.
- ☐ Decide whether existing furniture, partial staging or full staging will help explain the rooms. Confirm the costs and arrangements before booking.
- ☐ Confirm photography, video and floor-plan dates where included in your campaign. Finish repairs first and prepare each space without disguising defects.
- ☐ Agree the chattels list and verify property descriptions, features and documents. Marketing should show what is actually offered, not imply unverified potential.

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A calm final week

Keep the home easy to view and the information easy to understand. A clear plan helps you manage the campaign around normal life.

Final week · Check the details

- ☐ Review the listing copy, photos, sale method and key dates with your salesperson. Ask questions before approving the campaign.
- ☐ Confirm how open homes and private viewings will work. Plan for pets, alarms, keys, parking, valuables and access instructions.
- ☐ Check that buyers can access the agreed property information. Let your salesperson know promptly if any facts or circumstances change.
- ☐ Agree when you will receive updates, how offers will be presented and when the campaign will be reviewed. Use buyer feedback and evidence when deciding any adjustments.

Your priorities / jobs to delegate / target launch date

Talk with Duncan and Ashleigh

Buying, selling or weighing up your options? Talk through your next step with us. For sellers, request a free, no-obligation property appraisal by phone or email.

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General guidance only. Obtain legal, finance, building and other professional advice for your circumstances.