



# 30-DAY PLAN TO PREPARE YOUR HOME TO SELL STARTS **HERE**



SCAN FOR A  
LOCAL MARKET  
UPDATE AND  
SELLER TIPS

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DAY  
1-2

# IT IS TIME TO SELL

## TAKE THE NEXT 30 DAYS TO PREPARE YOUR HOME FOR THE MARKET.

Don't just list your home without any advance preparation. A few minor touch-ups can go a long way toward making a favorable impression on potential buyers — and perhaps cinching a deal.

Put your buyer's hat on and walk through your home like it's the first time; make notes on what you, as a buyer, would notice, and then repair or replace those items.

I have made a 30-day plan for you so you don't get overwhelmed and can take things one day at a time!

Please reach out with any questions and know that we will be checking in throughout the 30 days.



30  
DAYS

# READY, SET, SELL!

## Day 1

### Day 1: Change Light Bulbs and Update Light Fixtures.

One of the most overlooked—but most powerful—ways to enhance your home's presentation is simple: **lighting**.

Over time, it's easy to stop noticing bulbs that have burnt out or light fittings that have become dated.

When buyers walk in, **first impressions matter**, and lighting plays a huge role in how your home feels. Bright, warm, well-lit spaces look more spacious, cleaner, and more inviting—while dim or flickering lights can have the opposite effect.

**Walk through your home at dusk or in the evening**—the same way buyers will—and take note of any dark corners, blown bulbs, or overly harsh lighting.

• **Replace all dead or mismatched bulbs** with warm, consistent lighting.

• **Upgrade outdated light fixtures**—even a simple modern pendant or wall sconce from Builders, Pick n Pay Home, or Checkers Home can make a big visual difference without costing a fortune.

Remember, buyers aren't just seeing a house—they're imagining a lifestyle. Thoughtful lighting makes your home feel loved, well-maintained, and move-in ready.

## Day 2

### Day 2: Prepare the Paperwork.

Buyers—and their agents—are going to have questions, and the more prepared you are upfront, the smoother and quicker the process will be. I recommend starting to pull together the following paperwork now so we're ready when the offers come in:

- **Recent municipal accounts** (rates, water, electricity)
- **Title deed** or contact the deeds office if it's misplaced
- **Building plans**—especially if you've done any alterations
- **Zoning certificate** or land use rights (if applicable)
- **Bond account details** (for bond cancellation purposes)
- **Any building or renovation invoices**, contractor warranties, or guarantees
- **Compliance certificates** (electrical, plumbing, gas, beetle, electric fence—where applicable)
- **Occupation certificate** (for new builds or extensions)
- **Rental agreements** if the property is tenanted
- **Levy statements and body corporate contact details** (for sectional title units)

Even if you don't have everything right now, start with what you do have, and I'll help you gather the rest. Having these on hand not only builds trust with buyers—it can also **speed up the transfer process** and help your sale go off without delays.



Moving



DAY  
3-4

## Day 3

To ensure we don't miss any serious buyers, it's helpful to have a spare set of keys available—but only **in the event that you're unable to accommodate viewings personally or on short notice.**

If you're likely to be unavailable during working hours or weekends, having an extra set of keys allows us to coordinate timeous, scheduled viewings without delay—giving your property the best chance to shine when interest is high.

It's a simple, proactive step that helps us keep the momentum going and make sure no opportunity is lost due to timing.

## Day 4

One of the most important parts of getting your home ready for sale is reducing clutter—and that means getting serious about packing early. You could collect boxes from your local Checkers or Tops at Spar, but let's be honest... they're often flimsy, irregular sizes, and a hassle to source. For under R500, you can pick up a decent supply of sturdy boxes, tape, bubble wrap and markers from places like Makro, Westpack, Takealot or even Builders. It'll save you time, frustration, and a lot of broken box drama down the line.

If you're clearing out furniture or larger items to make the home feel more spacious for viewings, it might be worth looking into short-term storage. There are great local self-storage options like Stor-Age and XtraSpace—they'll even help you with pickup and drop-off if needed.

A clutter-free home not only photographs better—it feels bigger, cleaner, and more inviting, which means a better buyer response and, ultimately, a smoother sale.



DAY  
5-6

# Day 5

Bathrooms are one of the most closely inspected areas of the home, so making them sparkle is absolutely worth the effort.

- **Clear the clutter:** Pack away all personal items—shampoos, razors, toothbrushes, lotions, etc.
- **Freshen up the look:** Invest in a new set of crisp **white towels** (and yes, keep them clean and unused just for show days). They always photograph well and give the space a boutique feel.
- **Update what's tired:** If your **toilet seat, bath mat, or shower curtain** is looking worn, stained, or dated—replace it. Affordable options are available at **PEP Home, Sheet Street, Mr Price Home, or Builders**.
- **Accessorize lightly:** A simple **soap dispenser**, matching **toothbrush holder**, and a **fresh diffuser** or small plant can go a long way in creating an inviting space.
- **Fix the fittings:** Loose towel hooks, old toilet roll holders, or limescale around taps? Tidy them up or swap them out.
- **Deep clean everything:** Shine taps, wipe tiles, scrub the grout. We've got a few tricks for removing tough stains or restoring old surfaces—let us know if you'd like a hand or a referral.

A neat, neutral bathroom helps buyers envision themselves living in the home—not cleaning it. Think “hotel bathroom” vibe: clean, fresh, and minimal.

# Day 6

The kitchen is a *huge* deal for buyers—it's often one of the rooms that makes or breaks a decision. If you're short on time, this is *not* the room to skip.

Here's how to prep it properly:

- **Clear the countertops:** Remove all appliances you don't use daily—blenders, air fryers, toasters, etc. Buyers want to see generous workspace.
- **Cupboard check:** Wipe down the inside of every cupboard and drawer. Don't just stuff everything back—declutter and organize it neatly. Buyers often peek inside to check storage space.
- **Fridge face-lift:** Clean it inside and out. Take off any magnets, notes, calendars, or children's drawings.
- **Shine the oven and stovetop:** Whether you use a Defy, Smeg, Bosch or Elba—make sure it's spotless. If you've never used the self-clean function, now's the time.
- **Hide the drinks stash:** Tuck away your wine or spirits collection, if not in a wine rack as well as sauce and spice bottles. A cleaner space feels more spacious and neutral.
- **Add a fresh touch:** A bowl of bright citrus or fresh fruit, a bunch of flowers from Woolies or Pick n Pay, and a light scent (like vanilla or lemon) can do wonders for first impressions.



DAY  
7-8

# Day 7

When buyers walk through your home, the bedrooms should feel calm, clean, and comfortable—like a retreat. Here's how to get them there:

- **Start with a good clean and declutter:** Pack away anything you won't be needing for the next few weeks. The goal is to make the room feel bigger and more serene.
- **Neutralize and refresh:** If your bedding is loud or dated, it's worth investing in a neutral duvet cover and a few stylish scatter cushions. A crisp, coordinated bed setup always elevates the space.
- **Clear the clutter:** Remove personal items like family photos, excessive décor, and grooming products. You want buyers to picture *their* life here—not yours.
- **Tidy up cupboards:** Buyers *do* open wardrobes, so take a moment to organise yours neatly (and maybe remove a few bulky items for breathing room).
- **Add warmth:** If your floors are tiled or laminate, consider a soft rug to bring a touch of cosiness—especially for winter viewings.
- **Reconsider furniture:** If you've squeezed in a chest of drawers or an oversized cupboard that makes the room feel tight, see if you can store it offsite temporarily.

# Day 8

Before buyers' step into your lounge, you want the space to feel warm, welcoming, and tidy—not lived-in and cluttered.

- **Give your seating a spruce-up:** Vacuum or steam clean your couches and armchairs, especially if you have pets. If the cushions are looking tired, invest in a few modern scatter cushions to liven things up.
- **Add warmth and flow:** A well-placed area rug can help pull the space together and make tiled or wooden floors feel cosier—especially important during colder months.
- **Tidy up the small things:** Remove overflowing magazine racks, old newspapers, and general clutter that accumulates over time.
- **Neaten your electronics:** Tuck away any exposed cables from your TV, soundbar, or speaker system. Use cable sleeves or clips to keep things out of sight and off the floor.



DAY  
9-10

# Day 9

The dining room often becomes the family drop zone—schoolbooks, admin, random bits and bobs. But when it comes to selling, less is definitely more.

- **Clear the table:** Pack away schoolwork, files, and anything that doesn't belong. Buyers need to see the space as a place for connection—not clutter.
- **Refresh the furniture:** If your dining chairs are looking tired, a simple reupholster can work wonders. Alternatively, a well-chosen set of slipcovers can give the room an instant lift.
- **Update the table:** A stylish tablecloth or runner can easily hide scratches and create a polished look.
- **Declutter sideboards or hutches:** Remove excess glassware, crockery, or ornaments to create a cleaner, more elegant impression.

# Day 10

If your garage looks anything like most of ours, this might take more than a quick afternoon! But it's 100% worth the effort. A cluttered garage or storeroom sends the wrong message to buyers. They want to see usable space, not a storage crisis.

Whether it's your garage, outbuilding, or that one "catch-all" room we all have, here's the goal: make it look **spacious, functional, and clean.**

- **Pack away anything you won't need for the next few months**—seasonal gear, tools, paint tins, unused appliances, etc.
- **Donate or discard** anything you haven't used in over a year (yes, even that broken lawnmower you swore you'd fix).
- **Sweep, tidy and organize** with storage bins or shelves if possible—this shows buyers the home has practical storage solutions.
- **Make space for parking** if it's a garage—buyers want to imagine their car parked safely inside, not on the street.



# Day 11

Storing things you don't need right now can become costly, not to mention a bit of a schlep. As you prepare your home for showings, this is the perfect moment to take stock and ask:

- *Do I really need to hang onto this?*
- *Should I pack it away, donate it, or finally let it go?*

If you're not planning to use it in the next few months, pack it neatly in a labelled box, drop it off at a local charity (like Hospice or The Haven), or arrange a donation collection through an organization like Yebo Fresh or PBOs in your area.

Lightening the load now means less to move later—and it helps potential buyers focus on your home, not the clutter.

# Day 12

As tempting as it may be to shove everything you don't want buyers to see into your cupboards or wardrobes, don't. South African buyers *will* open them. They'll look in your kitchen cabinets, bedroom cupboards, and even the linen closet.

And the last thing you want is for them to walk away thinking, "This home doesn't have enough storage space."

Rather take the time to:

- Pack away what you won't need in the next few weeks.
- Box up seasonal items, personal clutter, and anything that makes cupboards feel overfull.
- Neatly organize what stays behind to give a clean, spacious impression.



# Day 13

Most buyers decide how they feel about a property within the first **15 seconds** of walking in. That means your entrance area sets the tone—and it needs to feel **neat, open, and welcoming**.

If there are shoes, coats, bags, or post lying around, it can make the space feel cramped and chaotic (even if the rest of the house is spotless).

#### Tips to create a great first impression:

- Store away excess shoes, jackets, umbrellas, and bags.
- If you don't have a built-in cupboard near the door, avoid overloading free-standing coat racks or hooks.
- Keep it simple—maybe just one nice mirror or art piece, and a clean, tidy entry table.
- Sweep the area outside the front door, wipe down the gate buzzer, and clean the security gate and door.

# Day 14

When selling your home, one of the most important things to keep in mind is this: **buyers aren't just looking at your house—they're imagining their life in it**.

To help them do that, you want to create a space that feels neutral, inviting, and easy to connect with. That means it's time to **pack away some of the personal touches** that make your home feel like *yours*—so it can start to feel like *theirs*.

Here's how to do that:

- Put away some family portraits, certificates, or religious symbols (you don't have to remove everything—just enough to create a clean, open feel).
- Remove travel souvenirs, fridge magnets, and collectibles that might distract from the space.
- Walk through your home like you're a buyer seeing it for the first time. Ask yourself: "*Can someone else picture their own family, routine, or lifestyle here?*"

# Day 15

The hardest day of them all... REST - take the day off and do something for yourself that you enjoy.



DAY  
16-17

# Day 16

One of the **easiest and most affordable ways** to give your home a fresh, clean look before listing is a new coat of paint.

**Buyers tend to prefer neutral colours**—think soft greys, warm creams, or classic whites. Bold colours (like bright red bedrooms or turquoise bathrooms) can be a turn-off, even if they reflect your style beautifully. You want to create a blank canvas where buyers can imagine their own furniture and lifestyle fitting right in.

**Pro tip:** Light colours help small rooms feel bigger and brighter.

Don't forget the **ceilings, cornices, skirtings, and doorframes**—they can show dirt and age just as quickly as walls.

# Day 17

Let's be honest—we all have that **list** of small things we've been meaning to fix but just haven't gotten around to. Now's the time to get them sorted before buyers start walking through your home.

Take care of things like:

- Dripping taps
- Loose handles
- Picture hooks or old nail holes in the walls
- Squeaky doors
- Cracked tiles or peeling silicone around basins or tubs

These small repairs might seem insignificant, but they **make a big difference** to how well your home shows—and how well buyers perceive its overall upkeep.

If DIY isn't your thing, no stress—I've got a few reliable, affordable handymen I can recommend to get it all done quickly and professionally. Just shout and I'll connect you.



DAY  
18-19

# Day 18

I know—it's one of those things we don't always think about, but **clean windows make a big difference** when selling your home. Between the Cape Town winds, dust, rain, and nearby building works, windows can get grimy fast.

Buyers are going to look out your windows to check the views, natural light, and general upkeep. Dirty glass or clogged tracks can make even the best views feel dull.

**Here's what to do:**

Give all windows a proper clean—**inside and out**

Wipe down **window frames and tracks** (dust, insects, and gunk build up quickly!)

If you're short on time, I can connect you with a great local cleaning team to take care of it for you

# Day 19

Curb appeal plays a major role in shaping a buyer's first impression. Before they even step inside, they're already deciding how they feel based on what they see from the pavement.

Take a walk to the road and look at your home through a buyer's eyes. What stands out?

**Here's how to make sure it's working *for* you:**

- **Front Door:** Wipe off scuff marks, clean the handle, and touch up or repaint if needed. If it's looking worn or dated, it might be worth upgrading entirely.
- **Pathway & Entrance:** Sweep the driveway and walkways, trim any overgrown shrubs, and remove any clutter—especially things like shoes, garden tools, or unused furniture near the entrance.
- **Lighting:** Many buyers do drive-by's after work, so make sure your exterior lights are working and well-placed to highlight the entrance and garden.
- **Garden & Pot Plants:** Tidy the lawn, prune where needed, and add some fresh seasonal plants for colour and vibrancy. Even a few well-placed pots can make a space feel welcoming.



DAY  
20-21

# Day 20

Your backyard or garden can be a major selling point, especially in South Africa where outdoor living is such a big part of our lifestyle. What you're able to do will naturally depend on the season, but it's important to show buyers that the space is well-kept and usable.

**If you're selling in spring or summer:**

- Mow the lawn and trim edges neatly.
- Tidy up the garden beds, remove weeds, and trim overgrown trees or shrubs.
- Clean your patio or stoep thoroughly—sweep, hose down surfaces, and remove cobwebs.
- Wash and arrange outdoor furniture in a way that feels inviting.
- Wipe down or degrease the braai area—yes, buyers *will* check it out.

**If it's winter or rainy season:**

- Rake leaves, remove any debris, and sweep paved areas.
- Store garden tools or kids' toys neatly.
- If the grass is patchy, consider top-dressing or laying some instant lawn patches.
- Add a few hardy pot plants or evergreens to add colour and life.
- Make sure outdoor lights are working—many buyers drive past in the evenings.

# Day 21

Unless your carpets are practically brand new, it's a good idea to have them professionally cleaned—or hire a machine and do it yourself. Over time, carpets collect dust, pet hair, and odours that you might not even notice anymore—but buyers will.

A clean, fresh-smelling carpet can instantly uplift the feel of your home and make rooms feel more spacious and well cared for. It's a small investment that makes a big impression.

**Bonus tip:** If you have area rugs or mats in living spaces or bedrooms, give those a proper shake out or wash too. Every little detail counts.



DAY  
22-24

# Day 22

You'll need more than just a quick sweep to get your floors looking their best. Make sure to clean into all the corners, edges, and grout lines—especially in high-traffic areas like the kitchen and hallway. A proper deep clean can dramatically lift the entire space.

If your timber or laminate floors are scratched or looking tired, there are affordable products available at stores like Builders, Leroy Merlin or Chamberlains that can restore shine and minimise scuffs. A little effort here goes a long way in helping buyers feel your home has been well cared for.

# Day 23

If your walls or doors are looking a bit scuffed or grubby, grab a pack of **Magic Erasers** or a gentle multipurpose cleaner and give them a good wipe-down. You'll be amazed at how much brighter and newer everything will look—it's a small effort with a big impact.

Now's also a great time to **rethink the artwork** or décor on your walls. If something feels outdated or too personal, consider replacing it with neutral, modern pieces that help buyers imagine themselves living there.

# Day 24

By now, you're probably a little tired—and that's completely normal! Getting your home show-ready is no small feat. While you can absolutely tackle the final clean yourself, I always recommend calling in **professional cleaners** for that extra sparkle.

They'll take care of the details you might miss, like:

- Skirtings and corners
- Light fittings
- Inside kitchen cupboards and appliances
- The fridge and oven
- Hard-to-reach window tracks

We have some **reliable local cleaning services** we can refer if you need help. Sometimes that final professional touch can make all the difference when buyers walk through the door.



# Day 25

As much as we all love our children's creativity and our furry companions, buyers aren't coming to see your lifestyle—they're coming to imagine **their own** in the space. That means:

- **Pack away kids' toys**, finger paintings, and nappies or changing mats.
- **Minimise visual noise**—a clean, calm space feels more spacious and inviting.

**Pet lovers, I see you**—but not all buyers feel the same way. Barking dogs, curious cats, or fur on furniture can put off even the most open-minded buyer.

#### Proactive plan suggestions:

- Drop pets at a friend or family member's home
- Consider a local **doggie daycare**
- Take your pets for a long walk during showings
- If pets must stay home, make sure litter boxes, bowls, and bedding are freshly cleaned and discreetly tucked away

# Day 26

As pet owners, we sometimes get so used to our furry friends that we don't notice the smells they leave behind—but trust me, **potential buyers will**.

To make sure your home smells fresh and inviting:

- **Deep clean couches, beds, and any areas where pets sleep or lounge.** Even if it looks clean, pet smells linger in fabrics.
- If you have cats, **clean the litter box daily** (twice a day is ideal while your home is on the market) and tuck it out of sight before viewings.
- **Use a fabric refresher** like Sta-soft spray or a gentle odour neutralizer—just be careful not to go overboard with strong air fresheners that could overwhelm visitors.
- **Subtle, neutral scents** like vanilla, lavender, or lemon from a scented candle, diffuser, or essential oil burner can help create a warm and welcoming atmosphere.



DAY  
27-28

## Day 27

Now that all the major prep is done, it's time to walk through your home as if you're a potential buyer seeing it for the first time.

Step through the front door and take a good look at each room. Does the space feel open, bright, and inviting?

Consider rearranging furniture to create better flow or to make rooms feel more spacious.

Less is more—simplify your layout to highlight the room's size and features.

If parts of the home still feels cluttered or cramped, let's chat! We'd be happy to give you a professional opinion and offer staging advice if needed.

## Day 28

Before we roll out the cameras, take one last slow walk through your home—room by room, from floor to ceiling.

Double-check that all surfaces are clean, clutter-free, and styled neatly.

Look at each room as if you were seeing it for the first time—would it catch your eye in a Property24 or Private Property listing?

Make any last-minute tweaks: fluff the cushions, straighten the throws, adjust the lighting, and tuck away any remaining personal items.

Remember: First impressions matter online! These photos are your home's debut to the market.



DAY  
29-30

## Day 29

Once your home is clean, de-cluttered, and beautifully prepped, it's time to shine—this is your property's moment in the spotlight.

We'll be bringing in our professional photographer to capture your home in its best light. This usually takes place a few days before we officially go live with the listing.

If you're listing with us, this will include:

A professional photo shoot

A full 360° virtual tour

A custom video walkthrough

Digital marketing content tailored to attract the right buyers across all major platforms

## Day 30

Most sellers say their property has never looked better than it does just before it goes on the market. Clean, fresh, organized—and completely show-ready.

Now comes the toughest part... Don't. Touch. A thing. Keep it looking exactly like it does now so that every buyer walks in and falls in love at first sight. You've done the prep—now let's attract the perfect buyer.



Enjoy the next  
30 days and  
good luck!

Call us if you  
have any  
questions!

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