

60 DAYS TO MARKET

YOUR 60-DAY HOMESELLING PLAN

From lived-in to launch-ready

A practical, week-by-week checklist to help you
prepare your home for market- without wasting
time or money on the wrong things.



TANYA BARRANS



HELPING YOU LOVE WHERE YOU LIVE

60

THE 60-DAY PLAN

Your roadmap to *launch day.*

60 TO 46 DAYS OUT

Start with the strategy

Decide what matters before you spend.

45–31 DAYS OUT

Declutter + edit

Make the home easier for buyers to see themselves in.

30–21 DAYS OUT

Repairs + maintenance

Fix the small things buyers notice.

20–14 DAYS OUT

Curb appeal

The showing starts before they reach the front door.

13–8 DAYS OUT

Deep clean

Clean, bright, cared for.

7–4 DAYS OUT

Stage for the buyer's eye

Give every room a clear purpose.

3 TO 1 DAYS OUT

Photo + launch prep

Everything gets ready to hit the market.

DAY 0

Go live.

Your home hits the market.

You don't need to tackle everything at once. Here's how the next 60 days break down—so you always know what matters now and what's coming next.



A well-prepared home opens new possibilities.

TANYA'S TAKE

Don't assume you need to do everything on this list.

Your preparation plan should be based on your home, your market and the buyers you're trying to reach.

TB.

Start with *the strategy.*

01

Before you start packing, painting or spending, get clear on the plan. These early decisions shape everything that comes next.

A THOUGHTFUL
PLAN LEADS TO
A GREATER SALE

YOUR CHECKLIST

- ☐ Schedule a seller strategy walk-through
- ☐ Set your ideal list date and moving timeline
- ☐ Review current market conditions and competing homes
- ☐ Identify your home's strongest selling features
- ☐ Identify anything buyers may view as a concern
- ☐ Decide what should be repaired, updated or left alone
- ☐ Build a realistic preparation budget
- ☐ Create a contractor and vendor list if needed
- ☐ Discuss whether a pre-inspection makes sense
- ☐ Make a plan for pets, children and showings
- ☐ Start thinking through storage and moving logistics

TANYA'S TAKE

Before you make a big purchase, let's talk.

Flooring, paint, appliances, countertops and remodeling can make sense in some homes... and be completely unnecessary in others.

*The right
preparation is
about strategy,
not spending
more.*

T.B.



Declutter + *edit.*

02

Before you start packing, painting or spending, get clear on the plan. These early decisions shape everything that comes next.

LESS CLUTTER.
MORE ROOM TO
BREATHE.

YOUR CHECKLIST

- ☐ Pack anything you will not need before the move
- ☐ Clear kitchen countertops
- ☐ Remove excess countertop appliances
- ☐ Clear bathroom counters
- ☐ Edit bookshelves and built-ins
- ☐ Pack excess décor and personal collections
- ☐ Remove unnecessary furniture
- ☐ Organize pantry shelves
- ☐ Organize linen closets
- ☐ Edit bedroom closets
- ☐ Clear garage walkways and storage areas
- ☐ Donate, sell, store, or discard items you are not taking
- ☐ Remove anything you do not want photographed



TANYA'S TAKE

You don't have to get rid of everything.

The goal isn't a perfectly minimal home, it's a home that feels open, clean and easy for buyers to imagine as their own.

*A little
editing goes
a long way*

T.B.



Repairs + *maintenance*



Now is the time to handle the small maintenance issues that can distract buyers. Focus on the things that make your home feel cared for, not unnecessary projects.

SMALL FIXES.
STRONGER
IMPRESSION.

YOUR CHECKLIST

- | | |
|--|--|
| ☐ Complete agreed-upon repairs | ☐ Make sure visible bulbs have consistent color temperature |
| ☐ Fix dripping faucets | ☐ Change the HVAC filter |
| ☐ Fix running toilets | ☐ Test smoke and carbon monoxide detectors |
| ☐ Check under sinks for leaks | ☐ Refresh worn or discolored caulk |
| ☐ Tighten loose handles and knobs | ☐ Touch up obvious wall or trim damage |
| ☐ Repair doors that do not close properly | ☐ Clean bathroom exhaust fans |
| ☐ Repair damaged screens | ☐ Check exterior lighting |
| ☐ Replace cracked outlet or switch covers | ☐ Address obvious trip hazards |
| ☐ Replace burned-out light bulbs | |

WHY IT MATTERS

Small maintenance issues shape a buyer's perception of how well the home has been cared for.

It's the details that build the confidence.

T.B.





Curb *appeal.*

The showing starts before buyers walk through the front door. A few thoughtful exterior details can make your home feel cared for and welcoming from the moment they arrive.

FIRST
IMPRESSIONS
START HERE.

YOUR CHECKLIST

- | | |
|--|--|
| ☐ Mow and edge the lawn | ☐ Address visible moss where appropriate |
| ☐ Weed garden beds | ☐ Clean the front door |
| ☐ Trim overgrown shrubs and plants | ☐ Touch up front-door paint if needed |
| ☐ Remove dead plants | ☐ Clean exterior light fixtures |
| ☐ Cut vegetation away from the house where needed | ☐ Make house numbers easy to see |
| ☐ Refresh mulch if appropriate | ☐ Hide hoses, garbage cans and yard clutter |
| ☐ Sweep walkways and porches | ☐ Clean up pet areas |
| ☐ Pressure wash if needed | ☐ Add simple seasonal plants or planters if helpful |
| ☐ Clean gutters if needed | |

BUYER PERSPECTIVE

Stand across the street and look at your home as a buyer would.

The showing begins before they walk through the front door.

A welcoming exterior sets the tone for everything inside.

T.B.



Deep *clean.*

Now it's about the details buyers feel, even when they don't consciously notice them. Aim for a home that feels fresh, bright and genuinely cared for.

FRESH.
BRIGHT.
READY.

YOUR CHECKLIST

- | | |
|---|---|
| ☐ Deep-clean the kitchen | ☐ Clean hard-surface flooring |
| ☐ Clean appliances | ☐ Remove pet hair |
| ☐ Degrease the range and hood | ☐ Address pet odors |
| ☐ Scrub bathrooms | ☐ Wash bedding |
| ☐ Clean grout | ☐ Replace worn or stained towels |
| ☐ Clean window tracks | ☐ Remove refrigerator clutter |
| ☐ Dust blinds and window coverings | ☐ Reduce excess family photos |
| ☐ Dust baseboards | ☐ Put away medications and valuables |
| ☐ Clean doors and fingerprints | ☐ Clean inside cabinets or storage areas buyers are likely to open |
| ☐ Shampoo carpets if needed | |

THE GOAL

A home that feels clean, bright, cared for, and easy to imagine living in.

*Clean spaces
create new
possibilities.*

T.B.

Stage for *the buyer's eye.*

06

Now shift from how you live in the home to how a buyer will experience it. Every room should feel intentional, easy to move through and ready to photograph.

STYLE LESS.
SHOW
MORE.

YOUR CHECKLIST

- | | |
|---|---|
| ☐ Complete a final staging walk-through | ☐ Open up window views |
| ☐ Rearrange furniture where needed | ☐ Hide visible cords |
| ☐ Create clear walking paths | ☐ Remove pet beds, bowls and toys for photos |
| ☐ Define awkward or unused spaces | ☐ Clear the driveway for photography |
| ☐ Make beds photo-ready | ☐ Make decks and patios feel usable |
| ☐ Simplify nightstands | ☐ Stage outdoor entertaining areas |
| ☐ Style kitchen counters lightly | |
| ☐ Style bathrooms lightly | |
| ☐ Add greenery where it helps | |
| ☐ Remove rugs that make rooms feel smaller | |



STAGING RULE

**Every room should have
a *clear purpose.***

*Intentional spaces
help buyers see
themselves at
home.*

T.B.

Photo + *launch prep.*

07

The work is almost done. Now it's about making sure the home photographs beautifully and every last detail is ready before buyers see it.

STYLE LESS.
SHOW
MORE.

YOUR CHECKLIST

- | | |
|---|---|
| ☐ Complete final staging | ☐ Remove refrigerator magnets and papers |
| ☐ Remove cars from the driveway | ☐ Put away remotes and charging cords |
| ☐ Open blinds and curtains | ☐ Make sure beds are neatly made |
| ☐ Turn on all lights | ☐ Fluff pillows and straighten throws |
| ☐ Hide trash cans | ☐ Clear nightstands |
| ☐ Hide pet items | ☐ Remove valuables and medications |
| ☐ Put toilet lids down | ☐ Secure sensitive documents |
| ☐ Remove bath mats | ☐ Do a final walk-through before photography |
| ☐ Clear shower products | |
| ☐ Hide dish soap and cleaning supplies | |



PHOTO-DAY RULE

The camera sees *everything.*

Keep surfaces simple, rooms bright and distractions out of sight.

*Beautiful photos
create more interest,
more showings and
stronger offers.*

T.B.



You're *live.*

The preparation is done. From here, the goal is simple: keep the home showing-ready and let the launch do its job.

BEFORE EVERY SHOWING

- | | |
|---|---|
| ☐ Make the beds | ☐ Tidy daily clutter |
| ☐ Put dishes away | ☐ Put away pet items |
| ☐ Wipe kitchen and bathroom counters | ☐ Scoop the yard |
| ☐ Empty visible trash | ☐ Secure medications and valuables |
| ☐ Open blinds and curtains | ☐ Leave for showings |
| ☐ Turn on lights | |



YOUR JOB CHANGES HERE

You've prepared the house. *Now Tanya takes the launch from here.*

Once the listing is live, your agent handles market response, showing feedback, buyer-agent conversations, marketing adjustments, offer strategy, negotiation, inspection, appraisal, escrow, and closing.

Market response	Showing feedback	Buyer-agent conversations	
Marketing adjustments	Offer strategy	Negotiation	
Inspection	Appraisal	Escrow	Closing



Ask *first.*



Some updates can help a home sell. Others cost more than they return. Before committing to a major project, make sure it makes sense for your home, your price point and the buyers you're trying to reach.

TALK TO YOUR AGENT BEFORE INVESTING IN: _____



FLOORING

Before replacing it.



INTERIOR PAINT

Before repainting the entire home.



APPLIANCES

Before upgrading.



COUNTERTOPS

Before replacing them.



KITCHEN UPDATES

Before remodeling.



BATHROOM UPDATES

Before remodeling.



LANDSCAPING

Before major improvements.



LIGHTING

Before replacing fixtures throughout.



MAJOR COSMETIC PROJECTS.

Before committing the budget.

THE RULE

There is no universal *pre-listing formula.*

The right preparation plan depends on the specific house, neighborhood, competition, price point, and likely buyer.

That's where local expertise makes all the difference.

T.B.



READY WHEN YOU ARE —

Don't start with renovations.

Start with a plan.

You don't need to finish this checklist before reaching out.

I can walk through your home with you and help determine what matters, what can wait, where to invest, and where to save.

BOOK A SELLER STRATEGY
WALK-THROUGH →

WHAT COULD MY HOUSE
SELL FOR →

The goal isn't to do more .
It's to do what matters.

Let's figure that out together.



(425) 537-4728



www.tanyabarrans.com



[20829 72nd Ave S Ste# 800
Kent, WA 98032](#)



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