

PRE-LISTING GUIDE FOR SELLERS

First impressions sell homes.

A little exterior cleaning before you list can add real money to your sale, and it's one of the easiest decisions you'll make.

Before a buyer ever walks through your front door, they've already formed an opinion, right from the curb, in a matter of seconds. A home that looks clean and cared for tells them the inside has been cared for too. One that looks tired or grimy makes them wonder what else was neglected, and quietly start lowering their offer in their head.



+7% sale price

Homes with strong curb appeal sell for about 7% more than comparable homes in the same neighborhood. In slower markets the premium rose to 10 to 11%.

MULTI-MARKET SALE-PRICE ANALYSIS

Up ~11% perceived value

A well-maintained, landscaped exterior lifts perceived home value by roughly 5.5 to 11.4% versus a plain or neglected one.

MULTIPLE UNIVERSITY STUDIES

97% say it's important

92% of REALTORS® have advised sellers to improve curb appeal before listing. 98% say curb appeal matters to buyers; 97% call it important to the sale.

NAR 2023 REMODELING IMPACT REPORT: OUTDOOR FEATURES

Sells faster

48% of sellers' agents said strong presentation cut time on market, 20% said it raised offers by 1 to 5%, and 81% said it helped buyers picture the home as theirs.

NAR 2023 PROFILE OF HOME STAGING

LOWEST COST, HIGHEST VISIBILITY

Exterior cleaning is repeatedly cited among the highest-return pre-listing projects, because the cost is small and the visual impact is large. For scale, NAR found a \$415 standard lawn-care service returned about \$900 at resale, roughly 217%. House washing sits in that same small-spend, big-first-impression category.

“It’s important that sellers clean. Buyers make judgments quickly. If they see blatant neglect, they’re critical.”

Don Hammons, top-selling agent, Bellingham, WA

What actually makes the difference

You don’t need to do everything. A handful of high-impact cleanings make a home photograph better, show better, and feel newer to buyers:



Roof soft washing

Removes the black streaks and moss that make a roof look old and worn. Here in the Northwest, this is the big one (more below).



House & siding washing

Your home’s largest visible surface, so washing it makes the whole house look years newer instantly.



Window cleaning

Brighter, clearer rooms in every listing photo and every showing.



Pressure washing

The path every buyer walks to your door, and clean surfaces make the whole approach feel fresh.



One house wash, years of grime off your home’s largest visible surface.

Together, these are the difference between a listing photo people scroll past and one they stop on.

Get ahead of the inspection, and do it early



Moss and algae removed with a gentle soft wash, no high-pressure damage.

Here in the Pacific Northwest, moss is what comes back to bite sellers. It is one of the most commonly flagged inspection items, and when a report says “moss growth on roof,” buyers hear “the roof is a problem,” even when it has years of life left.

With a roof replacement here running **\$15,000 to \$30,000** or more, that one line in a report can cost you far more at the negotiating table than the cleaning ever would.

The fix is simple, and timing is everything. Taking care of the roof before your photos are taken and before the inspection means:



Clean listing photos

Buyers see a sharp, well-kept roof, never black streaks.



No ugly surprise

Nothing sitting in the inspection report waiting to spook your buyer.



You negotiate from strength

No scrambling to fix something after you're already under contract.

INCLUDED WITH OUR ROOF WASH

A transferable 3-year moss-free warranty

We treat your roof with a gentle soft wash that kills and removes moss and algae without the damage high-pressure washing can cause. Then we back it with a moss-free warranty for three full years, and it transfers to the new owner when you sell.

A real selling point you can put right in your listing: a professionally treated roof with a moss-free warranty the buyer gets to keep. It answers the inspection question before it's ever asked.

The best time is before the sign goes up

Book early so everything is done and looking its best by the time buyers and inspectors come to see it. Ask about our pre-listing package.

Call or text today for a free quote

425-957-7403 · wwofwa.com · office@wwofwa.com

Get a free quote

Sources: National Association of REALTORS® 2023 Profile of Home Staging and 2023 Remodeling Impact Report: Outdoor Features; a 2025 University of Texas at Arlington study published in the Journal of Real Estate Finance and Economics; university research on landscaping and perceived home value; agent guidance via HomeLight; and regional Pacific Northwest roofing-cost data.