



Real Estate

# Real Estate Agent's Guide to Pre-Listing Cleaning

How professional pre-listing cleaning increases sale price, reduces days on market, and elevates your brand in Northern Ontario.

**3-5%**

avg. price lift with staging

**50%** North Bay & Sudbur

faster sale — clean listings

Binx service area

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SECTION 01

# Why Pre-Listing Cleaning Is an Agent Priority



A professionally cleaned listing communicates quality and care before the buyer walks in.

Pre-listing cleaning is one of the highest-ROI investments a seller can make — and one of the most underutilized tools in a real estate agent's toolkit. Buyers make emotional decisions, and cleanliness is one of the primary drivers of emotional response to a property.

## The Business Case for Clean Listings

3-5%

50%

87%

1st 7 sec

Average price lift from staging **Factor** sale for clean, staged listings **Factor** site cleanliness as purchase **Factor** buyers form first impression

### Your Brand is Reflected in Every Listing

When buyers and sellers search for an agent in Northern Ontario, they look at your listing portfolio. Consistently clean, well-presented listings signal that you are a professional who takes every transaction seriously — regardless of price point.

## SECTION 02

# The Listing Photo Problem



Professional photography of a clean kitchen produces dramatically better results than photos of a cluttered or dusty space.

Over 90% of buyers begin their search online — and listing photos are their first interaction with a property. Dirty, cluttered, or poorly presented listing photos are one of the leading causes of low showing demand.

## What Dirty Listings Cost

- Lower click-through rate: Buyers scroll past listings with poor visual presentation, regardless of price or location. Photos featuring dirty countertops, grimy bathrooms, or dusty surfaces are immediately filtered out.
- Lower offer confidence: Buyers who tour a dirty home discount their offer to account for the cleaning, maintenance, and possible hidden defects they assume lurk behind the surface neglect.
- Longer days on market: Properties that sit on MLS attract lower offers as buyers assume motivated-seller leverage. A clean, well-presented listing generates competition.
- Agent brand damage: Buyers and other agents notice which agents consistently represent well-presented properties. Poor presentation reflects on the agent, not just the seller.

SECTION 03

# Which Rooms Move the Needle Most



Kitchens and bathrooms have the highest impact on buyer perception — and the highest cleaning ROI.

Not all rooms have equal impact on buyer decision-making. Real estate industry research consistently identifies the kitchen and bathrooms as the rooms with the highest influence on offer price and purchase decision.

## Room-by-Room Priority Matrix

Cleaning Priority

Priority 1

Priority 1

Priority 2

Priority 2

Priority 2

Priority 3

Priority 3

Priority 4

## SECTION 04

# The Pre-Listing Cleaning Scope



A pre-listing deep clean goes beyond routine maintenance to address every visible surface.

Pre-listing cleaning is a deep clean — not a routine maintenance clean. It addresses areas that routine cleaning misses: inside appliances, baseboards, window tracks, ceiling fans, and behind furniture.

## Pre-Listing Deep Clean Scope

- ▣ Kitchen: oven interior, fridge interior, all cabinet fronts, countertops, sink polished
- ▣ All bathrooms: grout scrubbed, fixtures polished, mirrors streak-free
- ▣ All windows: interior glass and tracks cleaned
- ▣ Baseboards: wiped throughout
- ▣ Ceiling fans and light fixtures: dusted and wiped
- ▣ All flooring: hardwood, tile, and carpet cleaned
- ▣ Inside closets: vacuumed and wiped
- ▣ Exterior entry: door wiped, light fixture cleaned

## Odour Elimination

Odour is one of the primary reasons buyers decline to make offers. Deep cleaning addresses the sources of odour — pet areas, carpets, garbage areas, and bathroom drains. If odour persists after cleaning, an ozone treatment or enzyme application may be required.

## SECTION 05

# Seller Conversations About Cleaning

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Many sellers are unaware of how their home's cleanliness affects its market value. As their agent, framing the cleaning conversation correctly is critical — and ensures the listing is presented at its best.

## How to Frame the Conversation

- Lead with ROI, not criticism: "I know a cleaning service that has helped my listings sell for 3–5% more than comparable properties. I'd like to arrange this for you before we photograph."
- Normalize it: "Every listing I represent gets a professional deep clean before photos. It's standard practice for me — buyers expect it and respond to it."
- Offer to coordinate: Remove friction by having your cleaner's contact info ready, or offering to schedule it yourself. The easier you make it, the more likely sellers follow through.
- Handle resistance gently: Some sellers push back — "my house is clean." Acknowledge it, then redirect: "I know, and this will just polish it for the camera — professional photographers always notice the difference."

## SECTION 06

# Occupied vs. Vacant Listings



Occupied and vacant listings require different cleaning approaches and scheduling logistics.

The cleaning scope and logistics differ significantly between occupied and vacant listings. Both require professional deep cleaning, but the challenges are different.

## Occupied Listings

- Timing matters: Schedule cleaning at least 2–3 days before photos — sellers need time to declutter before cleaners arrive.
- Seller preparation: Provide sellers with a preparation checklist: clear countertops, remove personal items from bathrooms, declutter closets that will be shown.
- Ongoing maintenance: For occupied listings with a long days-on-market timeline, schedule bi-weekly maintenance cleaning to keep the property showing-ready.

## Vacant Listings

- Construction dust and vacancy film: Vacant properties accumulate dust quickly. A clean done too far in advance of photos will require a touch-up.
- Odour management: Closed vacant properties develop a stale odour. Schedule cleaning the day before photography and open windows immediately before photos.

- Post-closing clean: Many buyer purchase agreements include a clean property at closing. A professional post-sale clean prevents closing disputes.

## SECTION 07

# Cleaning + Staging Integration



Professional cleaning and staging work together — cleaning comes first, always.

Staging a dirty property is a waste of the staging investment. Professional cleaning must precede staging — furniture, accessories, and artwork placed in a dusty, unclean environment will look as cheap as the space it occupies.

## Integrated Cleaning and Staging Workflow

- 1 Schedule the Deep Clean**  
Schedule deep clean 3–4 days before photos.
- 2 Stager Access**  
Stager accesses the property the day after cleaning for furniture and accessory placement.
- 3 Pre-Photo Walkthrough**  
Walk the property with photographer checklist — identify any touch-up areas.
- 4 Touch-Up Clean**  
Cleaning team returns for a 1–2 hour touch-up clean the morning of photos if needed.

5

## Photographer Arrives

Photographer arrives to a clean, staged, show-ready property.

6

## Ongoing Showing Maintenance

Maintenance clean booked on showing days as needed.

### Tell Your Stager When You're Cleaning

Coordinate the cleaning schedule with your staging team. Some stagers prefer to access a vacant property immediately after cleaning — before dust resettles. Others prefer a day gap. Agree on the workflow before booking.

## SECTION 08

# Before the Professional Photographer Arrives



A pre-photo checklist ensures no details are missed before the camera arrives.

Even after a professional deep clean, a few final touches before the photographer arrives make the difference between good listing photos and great ones.

## Pre-Photo Final Checklist

- All toilet lids closed
- No personal items on counters – bathroom or kitchen
- All dishes away – no dish rack visible
- All garbage cans moved out of shot or to storage
- All pet items (bowls, beds, toys) removed
- All beds made – hotel standard
- All blinds and curtains opened for maximum natural light
- All lights on – including under-cabinet lights
- Exterior – cars moved, garbage bins stored
- Fresh flowers or bowl of fruit in kitchen if staging allows

## SECTION 09

# Open House Cleaning Standards



Open house cleaning is a short-window, high-impact task that requires efficient professional execution.

Open houses are high-stakes presentations. Buyers tour multiple properties in a single day and make direct comparisons. The property that smells fresh, looks clean, and shows attention to detail stands out.

## Open House Morning Cleaning Protocol

- 1 Final Carpet Vacuum**  
Vacuum all carpets and rugs — final pass the morning of the open house.
- 2 Mop Hard Floors**  
Mop all hard floors — allow to dry before buyers arrive.
- 3 Kitchen Wipe-Down**  
Wipe all kitchen surfaces and polish sink.
- 4 Bathroom Polish**  
Clean all bathroom mirrors and polish fixtures.

5

### Glass & Windows

Wipe all glass — interior windows, sliding doors, oven glass.

6

### Scent & Atmosphere

Light a candle or use a diffuser with a neutral scent — no heavy perfumes.

7

### Empty Garbage

Empty all garbage cans.

8

### Final Walkthrough

Final walkthrough — check every room from buyer's perspective.

#### Scent Management

Scent has a powerful effect on buyer perception. Baking, fresh coffee, and clean neutral scents create a positive emotional response. Strong perfume, air freshener, or masking spray suggest the home has an odour problem — and buyers will actively look for the source.

## SECTION 10

# Building a Cleaner Referral Network

Real estate agents who have a reliable, professional cleaning referral — one they can recommend with confidence — add tangible value to every listing transaction. The cleaner becomes part of your transaction team.

## What to Look for in a Cleaning Referral Partner

- **Responsiveness:** Real estate timelines are compressed. Your cleaning partner must be reachable and able to schedule on short notice — ideally within 48 hours.
- **Reliability:** The worst outcome is a cleaning service that cancels or arrives late the day before photography. Ask for client references from other agents.
- **Consistent quality:** You are staking your professional reputation on the quality of their work. Spot-check results on early engagements before recommending to clients.
- **Insurance and professionalism:** Your cleaning referral should be insured. If anything is damaged during cleaning, you don't want that dispute landing on your desk.
- **Local market knowledge:** A cleaner who understands Northern Ontario real estate — the pace, the price points, the seasonal rhythm — is a better partner than a national franchise with no local roots.

### Binx as Your Listing Clean Partner

Binx Professional Cleaning partners with real estate agents across North Bay and Sudbury. We understand listing timelines, offer agent-priority scheduling, and deliver consistent deep-clean results before every photo day. Call (705) 845-0998 to discuss a referral relationship.

ABOUT BINX

# Why Clients Trust Binx Professional Cleaning

\$	W	Q	G
\$5M	WSIB	Quality	100%
Liability Insurance	Full Coverage	Audit Verified	Green Certified

Binx Professional Cleaning is a locally owned and operated cleaning company serving North Bay, Sudbury, and surrounding communities in Northern Ontario. With 70+ trained cleaning professionals, we deliver consistent, verified, and insured cleaning services to over 200 commercial and residential clients every week.

We are proud partners of Cleaning for a Reason, providing free cleaning services to cancer patients in our community. We use 100% green-certified Green Cleaning Chemical products across every account. Every cleaning visit is verified through our Quality Audit inspection platform – so you never have to wonder whether the work was done.



# Reliable Pre-Listing Cleaning for Northern Ontario Agents

Binx Professional Cleaning provides pre-listing, open house, and post-sale cleaning for real estate transactions in North Bay and Sudbury. We work on your timeline, every time. Call (705) 845-0998 or visit [binx.ca](http://binx.ca).

Get a Free Quote — [binx.ca/contact](http://binx.ca/contact)

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