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FAMILY OWNED EXTERIOR CLEANING

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CHECKLIST FOR SELLERS AND AGENTS

Selling Your Southwest Florida Home?

Clean the outside **from the top down** before photos and showings: roof, gutters, walls, windows and screens, then driveway and walkways. A thorough exterior cleaning is one of the simplest ways to act on the curb appeal part of staging.

The exterior checklist, top to bottom

Area	What buyers notice	Before you list
☐ **Roof**	Dark streaks	Algae streaks are mostly cosmetic, but they show in photos. Use a low-pressure soft wash, not a power washer.
☐ **Gutters and downspouts**	Overflow marks and debris	Clear and flush them so water drains away from the house.
☐ **Walls: stucco or siding**	Green or gray film, rust or white sprinkler marks	Soft wash at low pressure, and fix sprinkler aim first.
☐ **Windows and screens**	Haze, spots, dirty or bent screens	Clean the glass and the screens.
☐ **Driveway, walkway, pool deck**	Green or black stains, slippery spots	Pressure wash or use a surface cleaner, and refill paver joints if needed.
☐ **Solar panels**	Dusty or pollen-covered panels	Ask how they are cleaned.

A simple order of work

1. **Walk the outside with your agent** and list what looks tired: roof streaks, a green driveway, stained walls, hazy windows, bent screens, clogged gutters.
2. **Book early.** Leave time for weather, water restrictions, and for roof streaks to keep fading after a soft wash. A few weeks before photos is a sensible target.
3. **Work from the top down.** Roof and gutters first, then walls, then windows and screens, then driveway and walkways last, because they catch the runoff.
4. **Touch up before photos and showings.** Sweep, wipe down the entry, and check the front door.

What agents tell sellers

NAR surveyed agents in February 2025 for its Profile of Home Staging (1,266 usable responses). The most common recommendations for sellers were **decluttering (91%)**, **cleaning the entire home (88%)**, and **improving curb appeal (77%)**.

That tells you what agents advise, not what a particular cleaning is worth. Ask your agent what buyers in your area expect.

What not to do before listing

- **Do not pressure wash** shingles, tile, stucco, or windows. Makers publish pressure limits.
- **Do not wait for the last week.** During a water shortage order, pressure washing just for looks can be limited.
- **Do not treat cleaning as a repair.** Cracks, failed sealant, and soft spots need a licensed professional.

If an HOA is involved and has sent a letter about the roof, driveway, or walls, deal with that first.

For sellers and agents in our area. We clean homes across 18 Southwest Florida cities, including Venice, Sarasota, Port Charlotte, North Port, Cape Coral, and Fort Myers. If you have a listing that needs its exterior cleaned before photos, call or text **(425) 977-5156** and tell us the city and your timeline, and we will tell you what we would recommend.

Disclaimer. General information for homeowners. **Sources:** National Association of Realtors, 2025 Profile of Home Staging (NAR report, May 2025); Asphalt Roofing Manufacturers Association, Algae Discoloration; Southwest Florida Water Management District, District Water Restrictions.

Full guide with links: shineotter.com/blog/sell-your-home-exterior-cleaning-checklist-florida.html · Updated November 11, 2026

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