

Pre-Listing Property Preparation

PRE-STAGING X STAGING

Chelsea transforms complex, occupied homes into market-ready properties—handling every detail from start to finish



LIFE TRANSITION
GEN X



DOWNSIZING
BOOMERS



ESTATE
PROPERTIES

Our Four-Part Full Service Solution

PHASE 1

Decluttering & Clearing

Approx. 1 week



First the sorting: every item assessed and accounted for. Then the cleaning: carpets, junk removal, movers for storage.

PHASE 2

Downsizing & Coordination

Approx. 1 week



Chelsea prices what's valuable and finds its buyer—donation, auction, consignment, or our global online marketplaces

PHASE 3

Repairs & Upgrades

Approx. 3-4 weeks



Contractors are brought in to carry out selective repairs that move the needle. No over-spending. No missed deadlines.

PHASE 4

Smart Staging

Approx. 1 week



Flat fee covers it all. No initial term. No rental extension fees. Staging stays in place until the contract settles.

CHELSEA'S RESULTS



FEWER DAYS ON MARKET

CHELSEA PROJECTS
AVERAGE **6 WEEKS** VS. **20 WEEKS** FOR COMPETING LISTINGS



ENHANCED ONLINE VISIBILITY

TRACK RECORD OF MORE
VIEWS AND BUYER SAVES
ON **STREETEASY**

LISTING RESULTS OF UNITS IN THE SAME BUILDING

✗ DIFFERENT UNITS

✓ SAME UNIT LINE

✓ SAME FLOORPLAN



175 W 93RD STREET

APT 10K (AS IN CONDITION) **116** DAYS ON MARKET **37** BUYER SAVES

APT 12K (CHELSEA PREPARED) **16** DAYS ON MARKET **141** BUYER SAVES



550 GRAND STREET

APT G5E (AS IN CONDITION) **145** DAYS ON MARKET **78** BUYER SAVES

APT G3E (CHELSEA PREPARED) **35** DAYS ON MARKET **79** BUYER SAVES



166 W 76TH STREET

APT 5B (AS IN CONDITION) **193** DAYS ON MARKET **31** BUYER SAVES

APT 4B (CHELSEA PREPARED) **70** DAYS ON MARKET **94** BUYER SAVES

THE OLD WAY: FULL OF FRICTION

✗ Vendor Chaos

Coordinating multiple vendors takes time away from your business

✗ Runaway Costs

Separate vendors, separate invoices, and costs climb with every delay

✗ Client Inexperience

Passing off the prep work results in delays and unmet expectations

✗ Offloading Assets

Years of accumulated valuables are complicated to sell and remove

✗ Skipping Clean-up

Without clean-up you're left with eyesores you can't hide at a showing

✗ Rules & Regulations

Misunderstanding city and building requirements can lead to problems

THE CHELSEA WAY: FRICTIONLESS

✓ Flat-Fee Model

Transparent proposal with no hidden fees or surprises

✓ One Team

End-to-end property preparation carried out by one team

✓ Proven Vendor List

Years of projects cut our list to vendors who show up

✓ No Runaway Costs

No added fees no matter how long the property sits

✓ Always On-Site

On-site for every phase including vendor appointments

✓ Competitive Pricing

Multiple vendors per trade bid for every project

✓ Packaging & Pricing

No overspending with a-la-carte packaging & tiered pricing

✓ Fully Insured

If anything goes wrong on-site, our insurance covers it

✓ Priority Scheduling

Steady work from us means our jobs jump the queue

