

FOR REALTORS & LISTING AGENTS

How We Help Get Your Clients' Homes Listed

When a lifetime of belongings stands between your client and the market, we clear the way.

A behind-the-scenes partner for the agents who list homes for downsizers, seniors, and estates.

01

DECLUTTER

02

STAGE-READY

03

LIST

04

SELL

For many homeowners, the hardest part of selling isn't deciding to move — it's facing a lifetime of belongings. So the listing waits. And waits.

THE LISTING THAT STALLS

When the Work Feels Too Big to Begin

Long-time owners, seniors, and families settling an estate often want to sell — but the thought of sorting, clearing, and packing a full home is paralyzing. So they put it off, sometimes for years. Cend removes that obstacle, so the conversation about listing can finally move forward.

WHY IT MATTERS

Show-Ready Homes Sell Faster — and for More

49% **Less time on the market**
of listing agents say staging reduced how long a home sat before selling.

3× **Faster to sold**
staged homes sell up to three times faster — about 23 days on market versus 184 unstaged.

1–10% **Higher offers**
of agents report staging lifted the dollar value buyers offered.

83% **Buyers connect faster**
of buyers' agents say staging helps buyers picture the home as their own.

96% **Declutter comes first**
of agents name decluttering the No. 1 thing to do before a home is listed.

5–20× **Skipping prep costs more**
sellers who don't prepare often take price cuts many times the cost of getting show-ready.

Sources: National Association of Realtors® 2025 Profile of Home Staging; Real Estate Staging Association (RESA).

WHY AGENTS PARTNER WITH CEND

Your Listing, Ready Sooner

Cend handles the heavy, emotional work of clearing a home — so it reaches the market faster, shows beautifully, and you stay the trusted agent your client turns to.

01 We Clear the Biggest Obstacle

Decluttering, Done Right

A guided, room-by-room sort of a lifetime of belongings — without the overwhelm.

Decisions Handled With Care

Keep, donate, gift, sell, or store — their choice, our coordination, no pressure.

Downsizing at Their Pace

We move at a speed clients can handle, so they never freeze up and stall the sale.

Hauling, Donations & Sales

Junk removal, donation pickups, and estate sales — all managed end to end.

02 You Look Like the Hero

Faster to Market

Homes that were stuck get listed in weeks, not seasons.

One Point of Contact

A single Move Manager owns every detail and keeps you informed.

Show-Ready Spaces

Open, staged-ready rooms that photograph and tour beautifully.

Clients Feel Cared For

A calmer, grateful client reflects well on the agent who referred us.



The sooner the clutter clears, the sooner the sign goes up.

EVERYTHING UNDER ONE ROOF

A Full-Service Partner

From a first pre-listing declutter to a full estate clear-out and move, Cend handles the entire transition — so you can refer with complete confidence, whatever your client needs.

03 What We Handle

Pre-Listing Declutter & Rightsizing

Clearing and simplifying so a home is ready to photograph and show.

Packing, Moving & Storage

White-glove movers, secure storage, and careful handling of what stays.

Donations, Junk & Hazardous Items

Responsible disposal, including paint and materials many haulers won't take.

Staging Preparation

Open, depersonalized rooms set up to make staging easy and effective.

Estate & Multi-Property Clear-Outs

Discreet, complete handling for families and trustees alike.

Settling Into the New Home

Unpacking and set-up, so the client's next chapter starts smoothly.



One call. The whole home, handled.

THE FULL RANGE OF CEND CARE

Cend Signature Services

From the first conversation to the final box unpacked, Cend brings every part of your client's move under one roof — one coordinated partner across the entire listing-to-sold journey.

Pre-Listing Declutter

Downsizing & Rightsizing

Space Planning

Staging Preparation

Donate · Gift · Consign

Full Estate Clean-Out

Multi-Property Consolidation

Junk & Hazardous Removal

Packing & Unpacking

Local & Long-Distance Moving

Secure Storage

Vehicle Transport

Specialty Item Handling

Pet Transportation

Settling-In Services

Realtor Coordination



LET'S BEGIN

A Partnership That Gets Homes Listed.

Your clients trust you with one of the biggest moves of their lives. When the home feels like too much, refer them to Cend — we'll clear the way to the market, and make you look great doing it.

CONTACT ME



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