



WELCOME HOMEOWNERS

*How to prep your home to **MAXIMIZE** its photo potential!*

WHY SHOULD YOU PREP FOR PHOTOS?



Online is where buyers start their new home search

The majority of home buyers will start their search online, so it's important to make the first impression count! Follow these tips to prepare your home for the best real estate photos possible.

GENERAL

Tips for all areas in your home



- Thoroughly clean whole house (vacuum carpet, mop hard floors, clean countertops, clean windows)
- Turn all overhead lights and lamps ON
- Replace all burned out light bulbs
- Use bulbs of the same temperature (ALL incandescent or ALL compact fluorescent)
- Turn all ceiling fans OFF
- Turn all TVs OFF
- Turn all computer screens OFF
- Open blinds/window treatments to let in outside light
- Remove personal photographs (or replace with general landscape/object photographs)
- Make all beds
- Remove small floor rugs to reveal actual flooring
- Place all shoes/jackets in closets

EXTERIOR

Curb appeal and a relaxing oasis



FRONT EXTERIOR

Online “curb appeal” - the front exterior is usually the first photo buyers see.

- Close garage doors
- Remove cars from driveway and front of home
- Clean up landscaping (mow, trim shrubs, clear leaves)
- Remove empty planters
- Use broom to remove cobwebs from eaves and door frames
- Remove visible water hoses
- Remove toys, sports balls, bikes, etc.

BACK YARD

The back yard should be an oasis to relax

- Clean porch, tidy up outdoor tables/chairs/cushions
- Pillows/cushions should be fresh, not faded
- Clear out kid's toys, balls, frisbees, etc.
- Clean pool
- Remove pool vacuum/cleaner hose
- Hide pool cleaning supplies
- Turn on pool fountains/water features
- Remove visible water hoses
- Remove trash cans



KITCHEN

The kitchen deserves attention as it's often the room that makes or breaks the property sale



- Clear countertops completely.
- **No** knife blocks, baking supplies, mail, etc.
- Leave out a maximum of one small appliance (ex. coffee maker)
- Clear outside of refrigerator of magnets, papers, photos, etc.
- Hide garbage cans in pantry or closet
- Remove dishes from sink, place in dishwasher



DINING ROOM / TABLE

Allow buyers to imagine a nice family meal

- Clear table, dust and polish the table top
- Use decorative place setting if available
- Feature one center piece such as a bouquet of flowers
- Straighten all chairs and space them evenly
- Remove child seats/booster chairs



LIVING / FAMILY ROOM

The space to enjoy conversation and spend quality time with family



- Remove stacks of magazines, papers, mail, etc.
- De-clutter fireplace mantel/hearth (no more than 5 items, including art)
- Clean interior of fireplace and re-paint if needed
- Fluff and arrange furniture pillows
- Remove kid's toys

BEDROOMS

Rest for you, your family and guests

PRIMARY BEDROOM

A good nights rest recharges the body and mind

- Make bed, including decorative pillows/shams if available
- Press bed linens and bed skirts
- Clear nightstands of all personal items
- Store away phone/tablet charging cables
- Remove all clutter from top of dressers
- Remove family photos from walls
- Clean under bed, removing items that may show in the photos



SECONDARY BEDROOM

Don't forget about guest bedrooms

- Remove personalized names from walls
- Remove wall stickers/posters
- Remove diaper genies
- Clean under bed, removing items that may show in the photos



BATHROOMS

To be spa-like, the bathroom must be clear of all personal items

- Clear countertops completely. **No** soap, toothbrushes, medications, deodorant, etc.
- Put toilet seats down
- Close closet doors
- Remove shampoo, soap, loofahs, etc. from showers and tubs
- Remove dirty towels - leave out only new, unused towels
- Remove floor mats



PETS

Pets are loving, but their presence should be minimized



- Place food and water bowls in pantry or closet
- Place pet beds/toys in pantry or closet
- Use lint roller on furniture to remove pet hair
- Contain pets in hidden crate or outside
- Clear back yard of pet waste/toys

WHAT TO EXPECT

Expectation During the Photo Shoot

The house should be shoot-ready when the photographer arrives. Time is money.

Every photographer wants their photos of your home to be the best they can be. This requires teamwork and cooperation that will result in an outstanding online presence when your home goes LIVE on the market. Although they would love to help you style your home, they probably don't have the skill set required to do so.

When a photographer arrives to take photos of your property all staging and cleaning should be completed. To efficiently maintain their busy schedule and deliver the level of service you expect, they can not spend unnecessary time at the home waiting for it to be cleaned, dusted, de-cluttered, etc.

Please review the previous sections for tips on preparing your home for real estate photography, and note that the photographer is not responsible and will not partake in any of the following duties while photographing your home:

- Move or re-arrange furniture
- Make beds, clean, dust or de-clutter
- Pick up toys or yard items
- "Photoshop" vehicles, walls, damaged walls, power lines, wall pictures, cords, etc.
- Touch personal bathroom supplies (shampoo, toothbrushes, deodorant, towels)



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