

## Preparing Your Home For The Photo Shoot

### Why Prepare?

The short answer is the hope of selling your property quicker. Most home buyers begin their search for a home online, this means they will be looking at pictures of hundreds if not thousands of homes. It's important to make that great first impression. By prepping your home for the shoot, the images will be more appealing to potential buyers. Follow these tips for prepping your home for the best real estate photos possible.

### General – For All Areas Of The 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

### Front Exterior – Curb Appeal (normally the 1<sup>st</sup> image a home buyer will 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, basketball goals, soccer goals, etc.

When possible, we will schedule the shoot for the best time of day to shoot the front exterior. This will be dependent on the direction your home is facing. In addition, weather plays a significant role. When scheduling, we'll ask which direction your home faces and check the forecast.

For twilight shoots, we will begin shooting within an hour of sunset and continue shooting through dark.

## **Back Yard**

- 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

## **The Kitchen**

- Clear countertops completely. **No** clutter, baking supplies, mail, etc.
- Leave out max 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**

- 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**

- 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

## **Master Bedroom**

- 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

## **Kids/Guest Bedrooms**

- Make bed
- Press bed linens and bed skirts
- Clear nightstands, desks of all personal items
- Remove personalized names from walls
- Remove wall stickers/posters
- Remove diaper genies
- Clean under bed, removing items that may show in the photos

## **Bathrooms**

- 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**

- 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

**Selling your home is like selling a product** - it must be marketed correctly to reach a specific buyer. Although your furnishings and decor are great for your lifestyle, it's important to optimize your home for the future buyer.

## **What To Expect...**

The photographer will arrive a few minutes early to walk around the property and do a walkthrough of your home. The first interior photographs will normally be of the guest bath and bedrooms. Next the master bedroom and bath will be photographed before moving into the living area of the home (kitchen, dining room, living room...). As we take great care to obtain the best images for your home, expect the shoot to last from 2-4 hours.

After the shoot, we will cull and process the images and make available for download in high and low resolution. High resolution for print and low resolution for internet use. Normally images are delivered within 24 hours of completion of the shoot.