

PREPPING FOR YOUR PHOTOGRAPHY SESSION

Most home buyers start their search online, so it is important to make the first impression count! It is nice to remember that we are not photographing your home, we are photographing the new home of the buyers. So it is important to de-personalize, de-clutter, and clean the space to allow the potential buyer to envision moving into the space of their new dream home.

Homeowners and Agents can make the photographs look their best by doing some preparation work prior to the arrival of the photographer. Depending on the size of your home, it could take anywhere from 45min-2hrs. Please make a plan for all people and pets to not be inside the home for this time. The photographer will be constantly moving throughout the home and it does not work well to be shuffling people or items from room to room. Therefore, it is important to please try to have the home ready prior to the arrival of the photographer.

If you do nothing else.....do these things:

- Turn ON all lights and lamps. Replace missing bulbs & use bulbs of all the same temperature (color).
- Turn OFF all fans
- OPEN all window blinds - any partially closed blinds should be raised to a uniform height.
- Horizontal blinds - Twist blinds to be flat and open to be able to see through the windows
- Vertical blinds - Open all the way
- REMOVE all cars and trash cans from the front of the home (park at least 2 houses away)
- DECLUTTER - You are trying to show off the home's best attributes, clutter can distract from those features and make a room look smaller. We want to create a generic space where buyers can envision a place for their possessions.

General Guidelines

CLEAN WELL & DECLUTTER -

- Vacuum and mop floors
- Clean windows & countertops
- Turn OFF all TV's & screens
- Turn ON all fireplaces
- Remove excess furniture, personal items, & decorations, such as photos and knick knacks
These items do not photograph well, can distract from the homes beauty, and will make a room look smaller
- Remove small rugs entryways, kitchens and bathrooms should be removed so that the buyers can see the flooring
- Remove all small and large trash cans in the home
- Contain or hide all pets & REMOVE all signs of pets (dog bowls and beds)
- Remove all generic tissue boxes
- Place all shoes & jackets in closets

The Home Exterior

- Remove all cars from the driveway and front of the home (park at least 2 houses away)
- Remove and hide all trash cans
- Clean up landscaping (mow, trim shrubs, clear leaves)
- Remove empty planters or consider planting flowers
- Remove or coil all visible water hoses
- Stow all toys and bikes
- Stow all garden tools
- Sweep driveways, sidewalks and patios
- Tidy outdoor furniture
- Open umbrellas and place pillows/cushions on outdoor furniture
- Turn on all water features

Living Areas

- Arrange all blankets and pillows
- Turn on the fireplace
- Remove all child & pet toys
- Remove stacks of papers, newspapers, & magazines
- Tuck away all chords and remotes
- Remove clutter, personal items, personal photos from tables and bookshelves.
- Dust and vacuum

Kitchen

- Clear the island and counter top of as many items as possible to show how spacious it is
- Remove small appliances, kitchen gadgets, knife blocks, cutting boards, and paper towels
- Put away all dishes and drying racks
- Hide soap, sponges, and dish towels from the sink area
- Clear the refrigerator of papers and photos
- Clean all counter tops and major appliances
- Remove the trash can

Bedrooms

- Make the beds and straighten pillows and bedspreads
- Put away any clothes and shoes
- Remove personal items from the bedside tables
- Organize children's room and declutter
- Remove laundry hampers and trash cans
- Dust and vacuum

Bathrooms

- Close toilet lids
- Remove countertop items - no lotion, toothbrushes, or soaps
- Remove bath and shower items
- Hide toilet brushes, plungers, and trash bins
- Neatly hang all towels