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Preparing Your Home for a Photo Shoot

First impressions are everything, and our goal is to help your property outshine the competition. The following is a checklist that will assist in achieving that goal.

We will photograph both the inside and outside of your home, including all the major rooms. Depending on the size of your home, this can take anywhere from 1 to 2 hours. We normally do not photograph the garage, laundry room or closets unless they have special features. Since we cannot assume liability for moving furniture or other household items, the house will be photographed in 'as is' condition. Ask your real estate professional which things, if moved, would improve the photos and subsequent showings. We suggest removing as many personal items as possible. This allows a potential buyer to visualize their own belongings in the home, and gives the home a more spacious feeling.

Outside

- Remove all vehicles from driveways and do not park directly in front of the house.
- Remove garbage cans out of sight so they cannot be seen from the street.
- Remove all garden tools including hoses and sprinklers.
- Mow and rake the yard.
- Sweep driveways, sidewalks and patios.
- Replace burnt out lightbulbs.

Inside

- Turn all inside lights on.
- Clean all windows to prevent camera flash reflection.
- High-back furniture should not be in front of windows if it blocks the view.
- Turn fans and televisions off.
- Place toilet lids down.
- Make the beds as well as pick up and put away clothes and toys.
- Tuck trash cans out of view in a closet or cupboard.
- Remove photos, notes, papers and magnets from the refrigerator.
- Remove pet food bowls and toys, and contain pets out of sight.
- Clear off counter tops in kitchen and bathroom areas, i.e. sponges, toothbrushes, razors, scales, etc.
- Clear the sink and shower/bath areas, making sure items are placed under the sink, and wet towels, robes are removed
- Valuables out of sight. If this is not possible, we can edit expensive artwork on the photos. Please let your realtor know ahead of time.
- Remove piles of newspapers and magazines.
- If floors have features to be highlighted remove rugs. Let those wood or tile floors shine!
- Replace burnt out lightbulbs.
- *Conceal cords.* They remind us how many things we keep plugged in 24/7. *This does not mean unplug lights.* Lighting is important. If possible simply conceal "spaghettis" of computer/router/power cords, etc.
- De-clutter rooms which may be excessively furnished. They do not photograph well.
- Although collectibles can be wonderful, such as dolls, figurines etc., to a buyer's eye they may be a distraction. This may be a good time to pack them up.
- For those homes with swimming pools, remove pool toys from swimming pool.

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