



# Getting Ready!



## Preparing Your Home for Photography

is arguably the most important part of selling your home. The photos are the first impression for all prospective buyers viewing online and the only visual take away. Making a great first impression could be the difference between how many buyers tour your home the first few days on the market and can directly affect the amount of contracts that follow.

The benefit of preparing your home for photography means you've already done the hard work of getting it ready for showings. Use our check list at the end of this pdf for reference.

## Get rid of the Clutter!

You're going to pack it all up for the move anyway so why not do it in advance for photography and showings? Grab some boxes and make a pile for donation, a pile for storage/moving, and start packing. If you've been in the house a long time, consider renting a POD. Just make sure it's gone before the photographer arrives.

## Finish that Honey-Do List!

A potential home buyer will judge your home by its worst feature, not its best. If you have a hole in the wall or lights that aren't working properly, repair beforehand. Remember we do not photoshop out anything other than camera reflections and cloudy skies. Doing otherwise would be a misrepresentation of your home and makes you and your agent potentially liable at a later time.



## Reflective Surfaces and Windows

We live in a four season-climate and some seasons are harder on our homes than others. The exteriors of most windows will not show the last few rainstorms, but other areas of your house can be a different story. Because water marks and streaks on mirrors, chrome faucets, shower doors and appliances will easily show up, focus your time and energy polishing those areas.

## Bathroom Essentials

No one wants to see your toothbrushes, soap, shampoo, razors, etc. Hide them under the sink. If you have a stand alone shower, clean the tile and doors. Remove all shower supplies.

**Pro Tip 1:** Your home is no longer yours - theoretically you want the appearance of it belonging to any and all prospective buyers who take the time to tour the home. Get rid of all personal pictures, awards, degrees, trophies, paintings from the fridge, etc. Allow all buyers to imagine their own family and belongings fitting into the space.

## Light Bulbs

Have you seen photos where rooms are mixed with multiple colors, usually yellow/orange and blue/green? When you mix light sources it creates a room with several different colors and can result in an unappealing image.

Depending on your home, decor, and preference, you'll need to make sure your light source is the same temperature. Some prefer the warmer look while others the cooler side - photographers don't have a preference as long as they match.

## Reserve the Spot

Park your car(s) in the garage or on the street the night before. If you have a home with a shallow front yard (condo, court yard, etc.), please park the car in front, reserving the spot for us to shoot. You can remove the car upon our arrival.

**Pro Tip 2:** Yes, you love your pets and we do, too. But not everyone likes pets and for a small few, they are a deal breaker. Hide the dog bed, toys, kennels, litter boxes, scratch posts and pet dishes. It is also appreciated when the backyard poop corner is cleaned to avoid any accidents.







## Hide the Cords

Cords cause a messy, cluttered look and can easily take away from a great media set up or a clean and fresh look you've worked so hard to achieve. Organize and hide cords the best you can with zip ties, cord tubing or even duct tape underneath a desk. Your cell phone charging cords/docks can be unplugged and hidden in a drawer.

## Prepare the Outdoors

In the spring make sure all new landscaping and pots are fresh and any dirt swept away from the sidewalk, porch, etc. Remove all dead plants that didn't survive the summer heat. Keep your lawn watered and freshly mowed before we arrive. Rake the fall leaves and plant some mums. In the winter shovel the drive and sidewalk.

Hide all gardening tools, wheelbarrow, and roll up hoses. Cut back branches that impede the view of the home, remove any dead trees, wipe off patio furniture and remove the grill cover, unless it looks better with it on. In that case make sure the grill cover is in good condition. All garbage and recycling bins need to be hidden from view of the camera.

## Find a place to hang out while we work our magic!

As much as we enjoy meeting new people, we work on a strict schedule. After we've arrived we ask that no more than one adult be present during the shoot. **Please do not schedule other vendors/contractors at the same time (cleaners, painters, etc.)** An average shoot takes about 20-40 minutes depending on the size and readiness of the home. Our goal is to arrive on time and exit with a sufficient amount of images as quickly as possible to avoid any inconvenience. Parents, take your kids on a walk to the park, take a drive or even hang out in the back yard while we shoot indoors. A successful shoot depends on few distractions.

# Check List

## **JUST PRIOR TO YOUR APPOINTMENT...**

Turn on all lights, check for burned bulbs and turn off all ceiling fans  
Open doors to rooms to be photographed - we do not shoot unfinished areas, garages or closets (unless requested)  
Set all blinds to same level - photographer will adjust for light as needed  
Hide all pet paraphernalia

## **KITCHEN**

Ensure all dishes are put away  
Shut drawers and cabinets  
Remove magnets, drawings, memos, calendars, etc from fridge  
Put all rags, sponges, soap, paper towels in or under the sink

## **LIVING ROOM**

Remove remotes and clear coffee/end tables of clutter  
Straighten all throw pillows/blankets, couch cushions should be even and upright

## **DINING ROOM**

Push in all chairs so they are even  
Straighten table settings if any  
Remove all floral arrangements from tables and counters

## **BATHROOMS**

Ensure toilet seats are down  
Fold all towels neatly and hang on bars  
Hide tooth brushes, razors, soap, hair tools and products  
Hide toilet brush, plungers and trash cans  
Stage the shower curtain how you want it shot - open or closed

## **BEDROOMS**

Turn table lamps on  
Make beds with sheets tucked in and bed skirt even  
Hide laundry baskets

## **EXTERIOR**

Remove all cars from drive way or parked in front  
Hide any clutter - garden tools, toys, pet supplies, grilling utensils, etc.  
Place trash and recycling bins out of sight  
Place patio cushions on furniture when possible

