

Preparing for your Home Photography Appointment

Photography Prep Sheet

The photos we take of your home are usually the first impression that potential buyers will see. 90% of home buyers search online first!

Keep in mind that home buyers usually make up their minds about a property approximately 8 minutes from the time they drive up to the home and walk inside. Imagine how a buyer might see your home for the first time. You will want to create a welcoming entry and an inviting atmosphere so your home will stand out against the competition.

The following suggestions will assist you in preparing your home for the best possible photos.

Please have all of this done BEFORE the photographer arrives.

Please have all pets restrained and out of sight on the day of the shoot.

While we LOVE all animals, we appreciate being able to work without furry friends getting in the photos!

Exterior

Move all vehicles from driveway and in front of the house, before the photographer arrives.

Remove all trash cans, debris & toys, including portable basketball hoops. The front door should be clean and welcoming. Front and back patios, decks, porches and yards should be clean and neat and staged with patio furniture if available. Remove all dead plants or empty pots, hoses, toys, bikes, pet items, etc.

De-Clutter

Start your packing early! Now is a great time to sort, pack, donate and generally simplify. You will have less to do to get ready for showings and buyers will see a clean, clutter free home! If you have packed boxes make sure they are in an area that we are not photographing. Please Remember... Clean Sells! If you don't want to clean it yourself, call a professional to do it for you. You want potential buyers to use the word "Immaculate!" when they walk through your home.

Every Room

Remove all trash cans, humidifiers, table or standing fans & pet items. We will not be taking photos of the laundry room (unless it is fabulous), or the unfinished basement (unless requested) or inside the garage or pantry so you can hide these items there while the photos are being taken.

Home Office

If there is a home office, please remove all miscellaneous papers, unused computer & office equipment, etc. Also, remove any exercise equipment or items that are not "office" related. You want to showcase this room as an organized workspace.

Living and Family Rooms

Make sure all remotes, extra cables, game consoles and miscellaneous books & magazines are put away. Remove any oversized or extra furniture that makes the room look crowded. Only display one or two family photos. Remove any exercise equipment, toys, humidifiers, fans, etc. This room should be a stress-free, relaxing family area.

Kitchen

Remove small appliances, refrigerator magnets, wash cloths, dishes, cleaning items, drainers, soap dispensers, sink stoppers, Bulletin Boards, calendars, etc. Have all counters, tables, top of the refrigerator, etc. cleared off. All Food items should be put away in cupboards, pantry or refrigerator. Remove rugs, trash cans and any pet items. Remove items stored or displayed above the kitchen cabinets. Remove all but a few "Kitchen type" decorator items. A clean coffee maker and live plants are fine.

Bedrooms

Clothes should be put away in the closet or dresser drawers and beds should be neatly made. Use your best bedding and pillows! Remove all unnecessary items or extra furniture and workout equip. fans, humidifiers, etc. The Master Bedroom should be an adult space with no kids items and as luxurious yet simple as possible. Think Hilton Hotel.

Bathrooms

Remove all personal care items from the bathroom counter tops, showers & tubs. (Shampoo bottles, toothbrushes, scales, shower racks, razors, etc.) Also, remove all jewelry boxes, bath rugs, used towels, robes & hooks on the back of doors and hampers. You may leave out your best towels for staging. CLEAN! CLEAN! CLEAN!
(TIP) For all bathrooms we recommend that you use a small plastic basket to put your favorite shampoo, soap, and personal care items into so that when you leave for the day or you have showings you can quickly stash it in a cabinet and buyers will see a bath room free of your personal stuff... Think Model Home!

Plants

If possible fresh live potted or planted flowers are great on the front walk or porch, weather permitting. If you have live plants in the home make sure they are free of dead leaves and looking healthy. If you have artificial green plants make sure they are clean and dust free. Remove any colorful dried or artificial "flowers".

Windows

If possible clean your windows. Especially those with awesome views! Remove screens where possible to allow better views. Remove heavy or dated window coverings & make sure the blinds are clean and in good condition.

Pets

Please remove all pet crates, food/water bowls, beds, toys, kitty condos, etc. This is a great time to pack up your pets extra accessories. Organize and eliminate old and unused pet items. This will also cut down on preparations for showings!

Seasonal Items and Decorations

While décor and artwork lends to a warm and cozy feeling throughout your home, if your home is too taste specific potential buyers will not be able to "see around" your style to envision themselves there. Also now is not the time to put out the holiday decorations. Seasonal items will date your photos. Wait until after the photos are complete.

Thank you for your assistance in getting your home ready for great photos!