

PREPARING YOUR HOME FOR PHOTOGRAPHY

Please use the following checklist to make sure your home will show it's best.

Inside the Home

- De-clutter. Put away toys, clothing, dishes, towels, shoes etc.
- Depersonalize. Photos of family should be put away.
- Remove any potentially offensive art or political decorations.
- Remove any seasonal/holiday decorations that can quickly outdate photos.
- Clean or vacuum floors.
- Make all the beds, fluff all the pillows, and check the bed skirts.
- Clean the kitchen sink and put away dishes.
- Clear all kitchen counter tops and put away toasters, can openers, etc.
- Clear all bathroom counter tops and put away all personal items.
- Remove all shampoos, conditioners, body-washes, etc. from the shower.
- Put out the guest towels and hide all the others.
- Hide all trash cans.
- Remove all magnets, and decorations from the refrigerator.
- If there are pets, hide all food/water bowls, pet beds, and pet toys.
- Put all toilet seats and lids down.
- Replace all burned out light bulbs.
- Consider decorating the tables with your prettiest place settings.
- Consider putting out vases of flowers.

Outside the Home

- Have the lawn trimmed and weeded, debris blown out, bushes and trees pruned.
- Clean up after any animals.
- Put away all garbage cans, hoses, garden tools, toys, bikes etc.
- If there is a pool, hot tub, or spa, uncover and clean.
- Open the umbrellas on any patio sets.
- Uncover grills.
- Remove any seasonal/holiday decorations.
- Consider adding splashes of bright colored flowers to the landscape and in pots.

Before the Photographer Arrives

- Turn on ALL interior lights – even lights in furniture cabinets.
- Turn OFF all ceiling fans.
- Light fireplaces and candles.
- Open all blinds, shades, and curtains.
- Clear all cars and vehicles from the driveway and the street in front of the home.
- Please remove animals from all areas being photographed.

Professionally Photography Sells Homes

Nowadays curb appeal begins on the internet. Nearly all home shoppers now begin their search online and you only have a few seconds to grab their attention while they are scrolling through listings. The National Association of REALTORS found that home listings with professional photography sold 50% faster and 39% closer to the original listing price. Homes with professional photographs were found, on average, to be viewed 61 percent more online than others in that price range shot with lower-quality images.