

PREPARING YOUR HOME FOR REAL ESTATE PHOTOS



Please have your home fully prepared before the photographer arrives.

Make a Great First Impression With Quality Photos!

The photos of any listing are extremely important to its sale because most of today's buyers will first see the home online. Buyers are looking for a house with the potential to become their home...one where they can easily imagine living. We can't count on them to mentally remove clutter from photos so they can picture themselves and their families using the space. This must be done before the photos are taken.

EXTERIOR

NECESSARY

- Remove all vehicles from driveways, the street in front of your home, and your yard. (also includes: RVs, bikes, trailers, etc.)
- Close all exterior doors, including garage doors.
- Remove all garbage and recycling containers from sight.
- Turn on exterior lights to make the home look more inviting.
- Remove seasonal decorations and put away miscellaneous items such as garden hoses or other yard tools.
- Mow the lawn, remove or trim overgrown shrubs, rake leaves or remove snow from driveway/walkways (seasonal.)
- Remove old or broken outdoor furniture.

SUGGESTED

- Edge and mulch your beds.
- "Dress" the front door area with a wreath or potted flowers.
- Spruce up landscaping and plant flowers (in season.)

IMPORTANT

For interior photos turn on EVERY light in the house, overhead, lamps, & small decorative lighting.

Remove all pet beds and bowls from sight and remove all children's toys from common living areas.

INTERIOR

KITCHEN

NECESSARY

- Remove magnets and all other items on the refrigerator surface and items stored on top of the refrigerator.
- Clear as much as possible off the kitchen counters, including toasters, coffee makers, cutlery blocks, dish towels, other "gadgets."
- Remove storage items on top of cabinets.
- Put the cleaning sponges, detergent, and garbage can out of sight.
- Remove items from sink, clean stove top, wipe down all surfaces, especially reflective/glass surfaces.

SUGGESTED

- Decorative bowl of fresh fruits.

BATHROOMS

NECESSARY

- Remove all "fluff" - i.e., rugs, toilet tank covers, and seat covers.
- Neatly fold your best towels on towel bars.
- Make sure your tub area is sparkling clean and leave the shower curtain open.
- Remove robes hanging on doors.
- Follow the 3-items rule for vanity top (decorative.)
- Clean bathroom mirrors, remove plungers and toilet scrubbers.
- Remove shampoo, conditioners, lotions, soap dispensers, toothbrushes, and other personal grooming products.
- Close the toilet lid and remove all items from top of the toilet tank.

LIVING/FAMILY ROOM

NECESSARY

- Remove excess clutter from furniture.
- Remove all toys, dog beds, etc.
- Turn off the TV. If TV is located in a cabinet, close the door.
- Remove overgrown or dying plants.

SUGGESTED

- Put photos, memorabilia, and collections out of sight.
- Make sure your room has one focal point which is visible from the entry point into the room. (A focal point on every wall is simply overwhelming!)

BEDROOMS

NECESSARY

- Make your beds and confirm that nothing shows under the bed (such as under bed storage containers or electric cords for bedside lamps).
- Remove stuffed animals and toys.
- Follow the 3-items rule for bedside tables and dresser tops.

SUGGESTED

- Remove your children's names from walls and other visible locations.

DINING

NECESSARY

- Clear clutter from the dining table.
- Remove high chairs and booster seats.
- Straighten chairs and put excess chairs out of sight.
- Remove items from the top of china cabinet.

SUGGESTED

- Have a nice centerpiece or vase of fresh flowers on dining room table.
- Follow the 3-items rule for buffet or sideboard (decorative.)

DO



Clean, mowed yard, no tools or clutter.

DON'T



Car in driveway, garbage cans.

Do



Less is more! Clean & tidy, lights ON.

Don't



Cluttered, disorganized, no lights on.