

# Welcome Homeowners!

## Prepping your home to MAXIMIZE photo potential.

Why prep for photos? It's where buyers start their search for their perfect house. The majority of homebuyers start their search online, so it is important to make the first impression count! Follow these tips to prepare your home for the best real estate photos possible. (For the actual time window, if possible, the photographer would prefer for the owner not to be home. This allows them to freely shoot the home without concerns of getting a head shot accidentally in the pictures or being distracted and missing an angle. It also ensures that the house is fully ready when they arrive so they can maximize their time on the pictures. If the house is on lockbox, the photographer will use the lockbox and key to gain access and lock up when finished.)

### Tips for all areas in the home

Thoroughly clean the whole house: Vacuum carpet, mop hard floors, clean countertops, clean windows. (Clean windows are a BIG deal if we are going to capture the view outside.)

\*Also consider removing window screens for a crystal-clear view.

Replace all burned out light bulbs:

Use bulbs of the same temperature (ALL incandescent or ALL compact fluorescent)

Decorative lamps often throw odd color casts and do not need to be turned on

Turn all ceiling fans OFF.

Turn all TVs OFF.

Open blinds/window treatments to let in outside light.

Remove personal photographs (or replace with general landscape/object photographs)

Make all beds

Remove small floor rugs to reveal actual flooring

Place all Shoes/jackets in closets

Be mindful of "dated" window coverings. It may be best to remove them as the room may look better (brighter, less cluttered, less dated) without them.

### Kitchen

Clear countertops completely: knife blocks, baking supplies, mail, etc.

Leave out max of one small appliance (ex: coffee maker)

Clear outside of refrigerator of magnets, papers, photos, etc.

Hide garbage cans in pantry or closet

Remove dishes from sink, place in dishwasher

### Dining Room/ Table

Clear table, dust and polish tabletop  
Use decorative place setting if available  
Feature one centerpiece such as a bouquet of flowers  
Remove child seats/ booster chairs

### Front Exterior

Close garage doors  
Remove cars from driveway and front of home  
Hide Garbage Cans  
Clean up landscaping (mow, trim shrubs, clear leaves)  
Remove empty planters  
Remove cobwebs from eaves and doorframes  
Remove visible water hoses (or neatly coil them)  
Remove toys, sports balls, basketball goals, soccer goals, etc.

### Living / Family Room

Remove stacks of magazines, papers, mail, etc.  
De-clutter fireplace mantel/ hearth (no more than 5 items)  
Clean interior of fireplace  
Fluff and arrange furniture/ pillows  
Remove kids'/ pets' toys

### Bedrooms

Make bed, including decorative pillows/ shams if available  
Press bed linens and bed skirts  
Clear nightstands of all personal items  
Store away phone/ tablet charging cables  
Remove all clutter from top of dressers  
Remove family photos from walls  
Clean under bed, removing items that may show in the photos

### Bathrooms

Clear all personal items  
Clear countertops completely  
Put toilet seats down  
Close closet doors  
Remove shampoo, soap, loofahs, etc. from showers and tubs  
Remove dirty towels – leave out only new, unused towels  
Remove floor mats  
Remove hanging towels or robes from behind the door

## Pets

Place food and water bowls in pantry or closet

Place pet beds/toys in pantry or closet

Use lint roller on furniture to remove pet hair

Contain pets in hidden crate or outside (pets must not be loose during shoot)

Clear backyard of pet waste/toys

## Back Yard

Grass should be freshly cut and bushes/trees trimmed

Clean porch, tidy up outdoor tables/ chairs/ cushions

Pillows/ cushions should be fresh not faded

Clear out Kids' and pets' toys, balls, Frisbees, etc.

Clean pool – Remove pool vacuum/cleaner hose

Hide pool supplies

Turn on pool fountains/water features

Remove or coil visible water hoses

Remove Trashcans

Remove empty flowerpots



*Access*

REAL ESTATE PHOTOGRAPHY