



Preparing for your Photoshoot

Real Estate Photography plays a large part in attracting attention and getting the best possible offer in the quickest timeframe. In that regards, there are quite a few things that can be done to ensure the best results. Some are the photographer's responsibility, the rest are up to the seller and/or listing agent.

The photographer will take care of:

- Adjusting and supplying the proper lighting needed
- Adjusting blinds and shutters to highlight or downplay the views
- Fine-tuning the staging and layout for each shot
- Making sure the important selling features are captured in the most positive way
- Composing shots to minimize any shortcomings

Ideally, the seller should take care of:

- Preparing the property to look its best inside & out
- Keeping traffic(pets, kids, adults, etc.) to a minimum during the shoot
- Telling the photographer of any selling features or upgrades that need to be highlighted

Please be aware, that it is not a requirement for the following items to be done prior to the photoshoot. We understand that time, energy and money constraints exist, so we will shoot the home as it is when we arrive. We always do our best to capture the home in a way that gets the most market impact.

That being said, more effort and attention spent prior to the shoot will definitely improve the results. So do what you can, and remember, better photos equals more enticement for potential buyers.

General Interior Guidelines

- Everything should look clean and organized
- Declutter countertops, tabletops, desks, hearths, etc.
- Minimize the amount family photos, keep just a few
- Fix anything visibly broken or not working (lightbulbs, fixtures, etc.)

- Straighten furniture
- Store remotes, chargers, laptops, tablets, toys, games, & seasonal decorations
- Dust, sweep, mop & vacuum
- Clean mirrors & windows
- Turn off and dust TVs and computer monitors
- Store pet beds, toys, dishes, etc.
- Hide/tuck electrical cords
- Lights on and all ceiling fans off

Specific Room Guidelines

Kitchen:

- Clean and put away dishes
- Store food and food containers
- Remove clutter and small appliances from counters
- Store drying racks
- Stash soaps, towels and cleaning items
- Clean surfaces
- Sweep & mop floors
- Remove refrigerator magnets, kids artwork, etc.
- Remove trash cans

Den/Living/Family/Dining Room:

- Organize bookshelves
- Minimize personal items and family photos
- Remove any excess furniture and accessories
- Clean off dining table and set with nice place settings

Bedrooms:

- Make the beds and arrange pillows
- Store clothing and shoes
- Remove any items visible under the bed
- Declutter nightstands, desks, etc.
- Store hampers and trash cans

Bathrooms:

- Remove all hygiene items from countertops, showers, tubs, etc.
- Store any cleaning items, plungers, toilet brushes, trash cans & spare toilet paper rolls

- Hang clean, matching towels
- Close toilet lids

Exterior:

- Mow, weed, rake, sweep, etc.
- Roll up hoses neatly or remove
- Remove any dead plants or trees
- Remove any visible foliage and debris from roof and gutters
- Store gardening equipment and tools
- Store toys, bikes
- Clean up pet waste
- Freshen up and straighten any patio furniture
- Store seasonal items
- Remove trash
- Store trash cans
- Try to keep cars from parking in front of house or on driveway

Pools & Spas

- Make sure pool & spa are clean
- Skim leaves from pool
- Remove pool and spa covers, floating chlorinators, pool sweepers & toys
- Turn on pool lights, spa bubbles, waterfalls, etc.

Storage Areas

We rarely take photos of storage areas, so feel free to store removed items in them:

- Garage: Store excess furniture, trash barrels, boxed items, etc.
- Closets: Store hampers, trash cans, toys, etc.
- Cupboards: Store cleaning tools and supplies, pet dishes, etc.
- Sheds: Store gardening supplies, equipment, tools, etc.
- Pool Equipment Enclosures: Store pool toys, sweepers, skimmers, etc.

We're looking forward to helping you market your home and maximize your results. Please feel free to contact me with any questions or for guidance before the shoot.