

Shows Great

REAL ESTATE PHOTOGRAPHY

## PREPARING FOR THE PHOTOSHOOT



# EXTERIOR

- Remove vehicles from the driveway and away from the front of the home.
- Place trash cans and anything that is not attached to the home out of sight.
- Cut, rake water grass and remove any unsightly weeds or vegetation.
- Clean windows.
- Organize deck furniture, uncover grill, open patio umbrella, etc.
- Sweep or pressure wash driveway if necessary.
- Make sure the yard is free of kid's toys, evidence of pets, unnecessary clutter, etc.

*"A buyer's first impression may be their only impression"*

author unknown







# INTERIOR

- Replace any burnt lightbulbs and ensure all bulbs are the same color temperature
- Remove as much clutter as possible; especially personal belongings that are not included in the sale. Decluttered and tidy makes a bigger difference than “spotless”.
- Put away unsightly doormats and remove area rugs that might be hiding nice flooring like hardwood or tile.
- Remove all evidence of pets.
- Turn off all TVs, computer screens, and ceiling fans.
- Conceal power cords; unplug them if necessary (except lights).
- Put all shoes away.
- Make sure there are no clothes in the machines or hanging in the laundry room.
- Make beds, straighten picture frames/artwork, organize pillows, etc.
- Avoid hiding items under beds or furniture.
- Remove any personal information that you wouldn’t want visible online.

**Turn on all lights and lamps**

**Open blinds and curtains**

**Please make sure that  
everyone, including animals,  
are out of the home  
during the photoshoot**

# KITCHEN

- Clear all countertops – A few small appliances, fruit bowls, plants, etc. are ok but avoid anything tall that might be distracting or block the view.
- Clear the fridge completely – Remove all magnets, photos, lists, etc.
- Clean appliances – Be sure to remove all fingerprints, smudges, etc.
- Put trash can away.
- Make sure the sink is clean and free of dishes.
- Put away dish soap, cloths, etc.
- Remove calendars as they can date a listing.
- Straighten bar stools and table chairs.

# BATHROOMS

- Put toilet lids down.
- Clear counter of all personal belongings.
- Clean mirrors.
- Close shower curtains – If the shower is a selling feature, remove all bottles, razors, soap, etc. and leave the curtain open.
- Place a fresh roll of toilet paper on the holder.
- Remove toilet brush and trash can.

