### **REAL ESTATE PHOTOGRAPHY PREP GUIDE**

## GENERAL

## 

#### Lights

Turn on all recessed lightings and turn off floor and table lamps. Open all blinds, drapes, and shutters evenly. Keep ceiling fans off. Replace any broken bulbs.

## $\mathbf{02}$

#### Tidy Up

Hide all personal items such as picture frames, keepsakes, and day to day items. Hide all cords and wires the best you can.

03

Clean Clean Clean Clean windows, surfaces, and mirrors to make photos shine!

#### **Utilize Colors**

For linens and wall paint use light neutral colors. Sprinkle in some colored items like flowers, candles, or throw pillows to make photos pop.



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#### Hire a Professional

Staging companies and cleaners go a long way in prepping a home for sale.

#### Less is More

Create a blank slate for potential buyers to picture their own life Crowded photos don't look great and can take up time on site moving stuff around.

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### **CHECKLIST FOR STANDOUT IMAGES**

# LIVING ROOM

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Remove Personal Items Like pictures, magazines, and excessive artwork.

TV's Off

Turn of TV's and also computers. Hide Remote controls. Screens will be blacked out or replaced with

**Couch Cushions Fluffed** And decorative throws draped naturally.



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**Remove Entertainment** Video game consoles, DVD & Bluray collections, and loose cabels / powerstrips. powerstrips

Add Flowers

Remove Rugs

Or high end candles to create an inviting looking space.

Smaller rugs removed will show original flooring

## **KITCHEN &** DINING ROOM

01

02

**De-Cultter Countertops** Remove all soaps, sponges and hand towels.

**Remove Fridge Flair** Such as pictures, calendars magnets, and food menus.

Add Fresh Fruit Cookbooks and wooden cutting boards look great too. Add centerpiece for dining table.

Align Chairs And straighten sta remove some if to crowded.

03

Remove Daily Items Utensils, coffee makers, mail, key racks, and paper towels. Can leave high end appliances like standmixers or knife blocks. 06

Simplify Cabinets Minimize visible items in cabinets or china cabinets. Temporarily stow in hidden cabinets.

## **BEDROOM &** OFFICE

Beds Made 01

05 Clear Under Bed

**Clear Items** 01

**NA** 

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BATHROOM

Fresh Toilet Paper

Remove Rugs

Pillows fluffed and sheets smoothed out.

Hide Hampers And any garbage cans.

Clothes & Linens Keep in closet and nec folder decorative liner

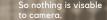
#### Desks

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Remove clutter, paperwork, pens, cups, ect. If possible remove any monitors, mouse and power cords. Wheeled chairs and mat can be replaced with a simple chair for cleaner shots.



**Clear Nightstands** Of all personal items o dated alarm clocks.

#### Hide Chargers

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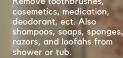
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For laptops and phones. Also all cords hidden best as possible.

#### Kids Room

Remove any toy boxes or bulky plastic items. Any personal names and artwo should be removed. 1 or 2 kids books or nice stuffed animals look great.



**Toilet Seats Down** No need to show inside

### 03

02

Neatly Fold Towels Straighten them and use same color, preferably white.

06

Remove Trashcan Also plunger and toilet brush.

And laundry baskets to show flooring.

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# EXTERIORS

#### **Move Vehicles**

Out of driveway and front of home before shoot time.

### 02

#### Move Garbage Cans

Out of sight in front of neighbors temporarily, in garage, or behind fence.

### 03

#### **Remove Garden Tools** Like hoses, sprinklers, rakes, and buckets.

#### Tidy Patio Area

Mow & Rake

Pull any weeds and trim shrubs as needed.

Organize patio furniture. Vacuum and tidy pool area. Remove vacuums, toys, and cleaning items.



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#### Add Wine and Fruit

To patio tables to create inviting atmosphere.

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