

Property Owner Tips for Photo Shoot

Photography and Virtual Tour Prep Sheet

Decora Photography

Telling Stories in a Blink of a Moment

The photos we take of your home are usually the first impression that potential buyers will see. **Over 90% of home buyers search online for homes for sale!**

First impressions are everything, and these points will help make your property outshine the competition. Be prepared for fewer showings, because our virtual tours help home buyers eliminate homes which don't work for them.

Keep in mind that homebuyers usually make up their minds about a property in approximately **8 seconds** from the time they walk into your home.

Imagine how a buyer might see your home for the first time. You will want to create a welcoming entry and an inviting atmosphere so your home will stand out against the competition.

The following suggestions will assist you in preparing your home for the best possible photos. This list was developed using "real occurrences." I know – I rolled my eyes when I saw them too.

Please have all of this done BEFORE the photographer arrives.

Please have all pets restrained and out of sight on the day of the photo shoot.

While we LOVE all animals, we appreciate being able to work without furry friends getting in the photos!

General – Items that are not included in the sale of the home should be out of view. This naturally includes cash, jewelry and valuables, and anything else you plan on taking with you.

- All rooms – and especially the kitchen and bathrooms – must be **toothbrush and Q-tip clean!**
- Open window blinds and drapes to reveal the view. Window boxes are fine if they do not block the view.
- High-back chairs should not be in front of windows, which would block the view.
- Turn all inside lights ON. Use high wattage bulbs – preferably 150 watts.
- Turn televisions OFF.
- Turn all ceiling fans OFF.
- Remove all portable fans (window fans, table fans, floor fans)
- Open doors between rooms to give an open feeling and ensure all rooms are included in the tour.
- We can't assume liability for moving furniture, etc. The property will be photographed as is. Ask your real estate professional which things, if moved, would improve the tour (and subsequent showings).

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- Remove floor rugs ... now is the time to let that wood flooring shine through.
- Conceal electrical cords. They remind us how many things we keep plugged in 24/7.
- Conceal garbage containers.
- Remove pet food bowls and toys, and conceal pets.
- Those baskets of slip-on shoe covers? Place them out of sight where you'll remember them.
- Open House and For Sale signs should be out of view.

Exterior – *Remove all vehicles from the driveway and from in front of the house before the photographer arrives.* Remove all trash cans, debris & toys, including portable basketball hoops. The front door should be clean and welcoming. Front and back patios, decks, porches and yards should be clean and neat and staged with patio furniture if available. Remove all dead plants or empty pots, hoses, toys, bikes, pet items, etc.

De-Clutter – Start your packing early! When you sell your homes, you're going to be moving. So now is a great time to sort, pack, donate and generally simplify. You will have less to do to get ready for showings and buyers will see a clean, clutter-free home! If you have packed boxes, make sure they are in an area that we are not photographing (such as the basement or inside of garage).

Please Remember... Clean Sells! And Clutter Eats Equity.

If you don't want to clean it yourself, call a professional to do it for you.

You want potential buyers to use the word "Immaculate!" when they walk through your home.

Every Room – Remove all trash cans, humidifiers, table or standing fans, children's toys & pet items. We will not be taking photos of the laundry room (unless it is fabulous), or the unfinished basement (unless requested), or the inside of the garage so you can hide these items there while the photos are being taken.

Living Room / Family Room / Den – Make sure all remotes, extra cables, game consoles and miscellaneous books & magazines are put away. Remove any oversized or extra furniture that makes the room look crowded. Remove all photos of family and children. Also remove any exercise equipment, portable fans, toys, humidifiers, etc. These rooms should be a stress-free, relaxing family area.

Kitchen – Remove small appliances, refrigerator notes and magnets, wash cloths, dishes, cleaning items, drainers, soap dispensers, sink stoppers, Bulletin Boards, calendars, etc. Do not leave any dirty dishes or utensils in the kitchen sink – make sure they are washed, dried, and put away. Have all counters, tables, top of the refrigerator, etc. cleared off. All food items should be put away in cupboards, the pantry or the refrigerator. Remove rugs, trash cans and any pet items. Remove items stored or displayed above the kitchen cabinets. Remove all but a few "kitchen type" decorator items. A clean coffee maker and a few live plants are fine. **CLEAN! CLEAN! CLEAN!**

Bedrooms – Clothes should be put away in the closet, dresser drawers or hamper, and beds should be neatly made. Use your best bedding and pillows! Remove all unnecessary items or extra furniture and work-out equipment, fans, humidifiers, etc. The Master Bedroom should be an adult space with no kids items and as luxurious yet simple as possible. *Think Hilton Hotel.*

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Bathrooms – Remove all personal care items from the bathroom countertops, showers & tubs. This includes shampoo bottles, toothbrushes, scales, show-er racks, razors, etc. Also, remove all jewelry boxes, bath rugs, used towels, robes & hooks on the back of doors and hampers. You may leave out your **best** towels for staging. Toilet lids should be down. **CLEAN! CLEAN! CLEAN!**

(TIP): For all bathrooms, we recommend that you use a small plastic basket to put your favorite shampoo, soap, and personal care items into so that when you leave for the day or if you have showings, you can quickly stash it in a cabinet and buyers will see a bathroom free of your personal stuff... *Think Model Home!*

Home Office – If there is a home office, please remove all miscellaneous papers, unused computer & office equipment, etc. Also, remove any exercise equipment or items that are not “office” related. You want to showcase this room as an organized workspace.

Windows – If possible, clean your windows – especially those with awesome views! Remove screens where possible to allow better views. Remove heavy or dated window coverings & make sure the blinds are clean and in good condition.

Plants – If possible, fresh live potted or planted flowers are great on the front walk or porch, weather permitting. If you have live plants in the home, make sure they are free of dead leaves and are looking healthy. If you have artificial green plants, make sure they are clean and dust free. Remove any colorful dried or artificial “flowers”.

Pets – Please remove all pet crates, food/water bowls, beds, toys, kitty condos, etc. This is a great time to pack up your pet’s extra accessories. Organize and remove old and unused pet items. This will also cut down on preparations for showings!

Seasonal Items and Decorations – Décor and artwork lends to a warm and cozy feeling throughout your home. However, if your home is too taste specific, potential buyers will not be able to “see around” your style to envision themselves living there. Also, now is **not** the time to put out any holiday decorations. Seasonal items will date your photos. Please wait until after the photos are complete before you put any holiday decorations up.

Most importantly, if your home is not ready for a photo shoot when we arrive, we will take a photo of the outside of the home and leave. Your real estate professional is encouraged to reschedule the photo shoot when you feel the home is ready. As stated in our conditions and cancellation policy, there will be a charge for this because we were unable to give someone else your time slot.

Thank you for your assistance in getting your home ready for great photos!