



Sparks
MEDIA GROUP

PREPARE YOUR HOME FOR

AMAZING PHOTOS

THE CHECKLIST

www.SparksMediaGroup.com





GENERAL

- Thoroughly clean whole house (vacuum carpet, mop hard wood floors, clean counter tops, clean windows).
- Turn all overhead lights and lamps ON.
- Use bulbs of the same temperature (example: all Cool White or all Daylight).
- Turn all ceiling fans OFF.
- Turn all TVs OFF.
- If you have blinds, lower them but open them level so you can see through them. If you have other window coverings open them so you can see what's outside.
- 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.
- Turn all computer screens OFF.
- _____



FRONT EXTERIOR

- Close garage doors.
- Remove cars from driveway and front of home.
- Clean up landscaping (mow, trim shrubs, clear leaves).
- Remove cobwebs from eaves and door frames.
- Remove toys, sports balls, basketball hoops, soccer goals, etc.
- Remove empty planters.
- Remove visible water hoses.
- Pressure wash the driveway and patio.











BACKYARD

- Clean porch, tidy up outdoor tables, chairs and cushions.
- Pillows and cushions should be fresh, not faded.
- Clear out kid's toys, balls, frisbees, etc.
- Remove pool vacuum/cleaner hose.
- Hide pool cleaning supplies.
- Turn on pool fountains/water features.
- Remove visible water hoses.
- Remove trash cans.











KITCHEN

- Clear counter tops completely. No 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.

















LIVING/FAMILY ROOM

- Remove stacks of magazines, papers, mail, etc.
- De-clutter fireplace mantel/hearth (no more than 5 items, including art).
- Clean interior of fireplace and re-paint if needed.
- Fluff and arrange furniture pillows.
- Remove kid's toys.

















KID/GUEST BEDROOM

- Remove personalized names from walls.
- Remove wall stickers and posters.
- Remove diaper genies.
- Put away any toys that are able to be moved.
- Clean under bed, removing items that my show in photos.

















BATHROOMS

- Put toilet seats down.
- Close closet doors.
- Remove floor mats.
- Clean counter tops completely. No soap, toothbrushes, medications, deodorant, etc.
- Remove shampoo, soap, loofahs, etc. from showers and tubs.
- Remove dirty towels - leave out only new, unused towels.















PETS

- Place food and water bowls in pantry or closet.
- Place pet beds and toys in pantry or closet.
- Use lint roller on furniture to remove pet hair.
- Pet's must be secure in cages/tanks OR outside away from camera's view. Not freely roaming around.
- Clear backyard of pet waste and toys.



GARAGE

- Please let photographer know if you want the garage photographed.
- Remove vehicles from garage.
- Organize garage so it shows its best.
- Clean any marks/stains off concrete as best as you can.
- Hide any personal items you don't want to show.















WHAT TO EXPECT

Hi, My name is Tom Sparks, owner, and one of the many photographers of Sparks Media Group.

We are looking forward to photographing your home! We want the photos of your home to be the best they can be.

This requires teamwork and cooperation that will result in fantastic presence when your listing goes live on the market. The first impression and those early days on the market are critical to getting your home sold fast. So, we will work hard to make sure your home will be featured in its best light.

When we arrive to take photos of your home, we ask that all staging and cleaning be done prior to our arrival. To efficiently maintain our busy schedules and deliver the level of service our clients expect, we cannot spend unnecessary time at the home waiting for it to be cleaned, dusted, de-cluttered, staged, etc.

Just a friendly reminder, we cannot have anyone inside the house while we are photographing it. Please prepare to wait outside away from camera view, this also includes pets.

We would love to help you style and stage your home. However, that is something that is outside of our skillset. We specialize in amazing marketing media not deciding what chair should be where, or if a plant should be moved.

Please review the previous sections for tips on preparing your home for its big day! Please note that we are not responsible for nor will partake in any of the following duties while we are photographing your home:

WE DO NOT...

Move or re-arrange furniture.

Make beds, clean, dust or de-clutter.

Move boxes.

Pick up toys or yard items.

"Photoshop" vehicles, walls, damaged walls, power lines, wall pictures, cords, roofs, grass, etc.

Touch personal bathroom supplies (shampoo, toothbrushes, deodorant, towels).



SPARKS
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We photograph thousands of properties each year throughout the United States. I say that to ensure you that we pride ourselves on excellent customer service, repeat business, word of mouth referrals, and delivering a consistently great product to our clients.

We look forward to helping you and your amazing agent sell your home!



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