

CHECKLIST FOR HOMEOWNERS PRIOR TO SILVER STATE MEDIA R/E PHOTOGRAPHY.



It shall be the responsibility of the Client to prepare the property such as cleaning, gardening, lights on, decluttered, among others, for photography. We ask you to please follow these small guidelines in order for the photographer to achieve the intended results. These preparations include:

INTERIOR

- Do a DEEP clean of your entire house! TIME TO DECLUTTER!**
- Clear & Clean Kitchen Counters & Sink**

When the kitchen counters are completely cleared off, it makes the kitchen look more prominent, and buyers can imagine how they might use the space. Coffee makers, mixers, and decorations only distract buyers and often make the kitchen feel cluttered.

- Clear & Clean Bathroom Sinks, Tubs, and Showers**

Place all of the shampoo bottles, soaps, shaving razors, and other items into a bin that can fit underneath the bathroom sink. This step will help your bathroom look bigger.

- Replace Burned Out Light Bulbs**

If there are dark areas in the homes, such as a basement, add a few extra lamps to brighten them up. Floor lamps that provide up-lighting are great! The more light, the better!

Turn On All Lights Throughout The Entire House

Natural light from windows brings life and emotion into real estate photos. We recommend opening all of the window treatments throughout the entire house to let in as much light as possible. The more light, the better!

Remove Unnecessary Furniture & Decorations

This is probably the most difficult request for sellers, but it's one of the most important items on the list. Removing and storing excess or large bulky furniture can be challenging, but it opens up the floor space and makes the home look much more extensive.

Turn All Ceiling Fans, TVs, and Computer Screens Off

Most photographers use HDR photography, which takes multiple light exposures for each photo and combines them into one final shot. Any moving items like ceiling fans or active TV/Computer screens look very strange in HDR. For this reason, we recommend turning off anything that moves or causes motion blur.

Make All of the Beds

This is an obvious one that surprisingly gets overlooked often, especially in the secondary bedrooms. Be sure to make and decorate all the beds with matching sheets, blankets, and pillows.

Remove All Personal Photos and Items

It's hard for buyers to visualize themselves in your house if your personal items are everywhere. Buyers want to believe that the home was made especially for them. Since you want your buyers to focus on the house and not on you, you'll need to remove all private photos and articles from the entire home—including patios, porches, and garages.

Remove ALL Pet Items & PETS!

Not everyone has pets. It's essential to make sure that your house shows no signs of pets, especially pet smells. Please spend some time getting this part right. It is one of the most significant factors in price reductions and negative feedback from home buyers. **ALL** Animals should be removed from the property while the photographer is taking photos. It can become a big hassle when a cat, dog, etc - will not leave the room or keeps getting in the photos.

Shut Your Toilet Seat in ALL Bathrooms

This one is a huge one! Shutting your toilet seat for photos is just a must!

EXTERIOR

Tidy Up the Yard & Landscaping

The first picture that people will see of your home will be the outside front yard shot. This photo needs to be presented in its very best condition to grab the buyer's attention immediately. Make sure your lawn is mowed and trimmed or if it is during the winter

months, make sure your sidewalk and driveway is shoveled from snow. The little things matter. Promise!

Clear All Cars from Road & Driveway

It's never good to have cars in the driveway during real estate photos. Always remove all cars, trucks, RVs, and trailers from the house's driveway and front. Park down the street or at your neighbors house. Usually a photography session lasts from 30 minutes up to an hour, so your vehicle won't be parked somewhere else for too long.

Hide All Garbage Cans & Lawn Equipment

Large garbage cans and unsightly lawn equipment can be very distracting in real estate photos. Put all of the trash cans in the garage, along with garden hoses, lawnmowers, and other yard maintenance tools.

Summary:

Your home's marketing is the most important piece of the selling puzzle. It begins with your preparation, paired with a great photographer/videographer. Having the items on this checklist completed will ensure that your home will be ready before the photographer arrives. This move will enable you to get the most out of their time and talent.

You've likely done a lot of work to get your home ready to sell. Don't fizzle out at the end when these details matter the most! Remember, great marketing leads to great offers!

Please be aware:

In the event that the Property is not ready at the date of the shoot, the Photographer may refuse to shoot and charge additional expense for travel for rescheduling or proceed with the shoot in its actual state or condition.

We look forward to working with you!

Thank you!