



Home Photo Preparation List

Maximizing your home's value. In today's market, that first impression starts with the photos seen online. It is important to optimize your home for potential buyers. When preparing to sell your home, criticize it from a buyer's perspective. Proper planning and preparation are the keys to making your home's first impression a dynamic one. By using this suggested checklist, your home's first impression can be a great one. Most of the items on the checklist are little or no cost, and it is your time and effort that will increase your return. If there is one word that describes the most significant denominator to getting ready for the photoshoot, it is "**DECLUTTER.**" If there is a doubt about whether to hide, then hide it.

- Consider your garage for the storage of excess personal belongings.
- Remove all festive lights and decorations
- Clear paperwork from desks
- Remove small floor rugs to reveal actual flooring (unless strategic oriental rugs)
- Clear all countertops in the kitchen and bathrooms. A small potted plant or flower may be placed on the counter
- Clear the kitchen appliances of magnets, papers, etc.
- Remove dishes from the kitchen sink
- Clear, hide or unplug all cables and cords, if possible
- Hide garbage cans – (inside and outside)
- Place all shoes, jackets, outer garments in closets
- Store away all evidence of pets' presence, i.e., dog beds, cat play yards, food bowls, toys, etc.
- Feature one centerpiece like a bouquet of flowers or a decorative bowl on dining and/or kitchen tables
- Make all beds
- Remove all clutter from top of bedroom dressers and nightstands
- Clean under all beds, removing items that may show in the photos
- Remove all toiletries and toys from baths and showers
- Remove stains from sinks, toilets, and bathtubs
- Remove toys, sports balls, portable soccer goals, etc. from outside
- Remove or rollup the water hoses neatly
- Mow lawn, trim shrubs, pick up leaves
- Minimize or eliminate any obstructions to the front view of your home. (Tall bushes, overgrown trees, etc.)
- Remove cars from the driveway and front of the home
- Remove pets
- Open window treatments and raise all window blinds for natural light. Remove any broken blinds or window coverings
- Turn OFF all ceiling fans
- Turn OFF all computer screens and TV's
- Remove child seats/booster chairs
- Neatly display or remove toys and baby items
- Clean all windows
- Clean all mirrors
- Declutter fireplace mantel/hearth (no more than 3 or 4 items, including art)
- Remove wall stickers/posters from bedroom walls when possible
- If the basement is dark and damp, consider adding lighting to make it appear totally functional
- Remove empty outside planters
- Dress up imperfect planting areas with mulch or pine straw
- Power wash home to remove mold and mildew from outside finishes
- Paint the front door, if needed
- Sweep or blow off all entryways and walkways
- In bathrooms, hang fresh towels - preferably a light color complimenting the color scheme
- Minimize personal materials from shelves
- Remove most family photos
- If you have a large walk-in closet, minimize and organize it so it looks spacious
- If the basement is functional but not finished – make sure it is broom cleaned
- Use a broom to remove all cobwebs (inside and out)
- Touch up or clean off all scuff marks on walls, doors, and switch plates
- Clean porch, patio, and or deck. Tidy up outdoor tables/chairs/cushions
- Clean pool and make sure the water is clear and sparkly, then hide cleaning supplies, if possible
- Clean up all pet droppings
- Remove all window screens, if possible
- Plant colorful flowers in front of the home, preferably with yellow blooms
- Clean/Vacuum all floors