

# PREPARING A HOME FOR REAL ESTATE PHOTOGRAPHY

## The 3 Ds Checklist

To ensure your property is captured in the best possible light, it's important to prepare it thoroughly before the photography session. Follow this checklist based on the "3 Ds": Declutter, Deep Clean, and Depersonalize.



### >>> Declutter

#### Living Areas:

- Clear surfaces and remove excess furniture.

#### Kitchen:

- Clear countertops; hide appliances and fridge magnets.

#### Bathrooms:

- Store personal items and tidy surfaces.

#### Bedrooms:

- Make beds; clear nightstands and closets.

#### Outdoor Areas:

- Store away tools, toys, and seasonal decor.

### Deep Clean <<<

#### General:

- Dust all surfaces; vacuum and mop floors; clean all windows.

#### Kitchen:

- Clean appliances and wipe down surfaces.

#### Bathrooms:

- Scrub tiles, polish fixtures, and clean mirrors.

#### Outdoor Areas:

- Sweep walkways; clean windows and doors.



### >>> Depersonalize

#### Living Areas:

- Remove family photos and personal items.

#### Bedrooms:

- Use neutral linens; remove personal decor.

#### General:

- Minimize bold decor; use neutral colors.

## FINAL TOUCHES

- Ensure all light bulbs are working and of the same temperature (e.g., all warm or all cool).
- Open blinds and curtains to maximize natural light.
- Adjust the thermostat to a comfortable temperature before the shoot.

By following this checklist, real estate agents can help present the home in the best possible way, ensuring high-quality photos that attract potential buyers. Thank you for taking the time to prepare the property for a successful photography session!