

# Preparing Your Home for its Close-Up!

Dear Homeowner,

Congratulations on listing your home! Professional photography is one of the most crucial steps in attracting potential buyers and showcasing your property in its best light. High-quality photos make a huge difference in how quickly your home sells and for what price.

To help us capture your home beautifully, please review this guide. Think of it as a pre-photo shoot checklist designed to make your home shine!

## **The Most Important Thing: Your Home Needs to Be Photo-Ready When the Photographer Arrives.**

The photographer's schedule is carefully planned, and the time allocated for your home is based on the assumption that it will be thoroughly prepared when they arrive. Time spent on last-minute tidying, cleaning, or decluttering means less time for the photographer to capture all the fantastic features of your home. If the house isn't ready, it may even require rescheduling.

Let's make sure we get the best possible photos right from the start!

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## **Exterior Preparation: Make That First Impression Count!**

Please complete these items before the photographer arrives:

- **Vehicles:** Move all cars and trucks out of the driveway and off the street directly in front of your house.
  - **Landscaping:** Give your lawn a fresh mow, trim the edges, pull any weeds from garden beds, and rake up leaves.
  - **Hoses & Tools:** Store away all garden hoses, tools, lawn ornaments, and any children's toys.
  - **Trash Cans:** Tuck away trash and recycling bins so they're out of sight.
  - **Porch & Patio:** Sweep porches, patios, and decks. Arrange any outdoor furniture neatly.
  - **Pools (if applicable):** Ensure your pool is sparkling clean. If you use a cover, please remove it. Store all pool equipment out of view.
  - **Pet Items:** Scoop any pet waste and put away pet bowls, toys, and beds from the yard.
  - **Winter Specific (if applicable):** Clear snow from all walkways and the driveway.
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# Interior Preparation: Let Your Home's Best Features Stand Out!

Please complete these items before the photographer arrives:

## General Readiness:

- **Declutter, Declutter, Declutter!** This is key!
  - **Kitchen:** Clear countertops of small appliances (like toasters and coffee makers), dishes, sponges, and dish soap. Take down excessive magnets or papers from the refrigerator. Keep only a few decorative items.
  - **Bathrooms:** Clear countertops of toiletries, toothbrushes, and razors. Close all toilet lids. Put away bath mats, plungers, and toilet brushes.
  - **Bedrooms:** Make all beds neatly. Clear nightstands of clutter.
  - **Living Areas:** Put away remote controls, tissue boxes, mail, magazines, and any excessive personal items.
- **Sparkling Clean:**
  - Dust all surfaces.
  - Vacuum or mop all floors.
  - Clean all windows and mirrors – let's get rid of those smudges!
- **Light It Up!**
  - Replace any burned-out light bulbs.
  - Turn on all interior lights (lamps, overhead lights, under-cabinet lighting).
  - Turn off all ceiling fans.
- **Window Coverings:** Open all blinds, shades, and curtains to let in as much natural light as possible.
- **Personal Items:** If there are any highly personal items, valuables, or sensitive documents you prefer not to be photographed, please remove them.
- **Pet Items:** Put away all pet beds, food bowls, toys, and litter boxes.

## Specific Room Considerations:

- **Kitchen:** Hide your trash can. Remove any dish towels.
  - **Bathrooms:** Hang fresh, clean towels (or remove all towels if you prefer a minimalist look). Make sure shower curtains are straight.
  - **Bedrooms:** Put away clothes and shoes. Close all closet doors.
  - **Office/Den:** Neatly arrange books on shelves. Clear your desk of papers and clutter.
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## During the Photo Shoot:

- **Privacy & Best Results:** For the best possible photos and to maintain your privacy, we highly recommend that homeowners, tenants, and pets are not present during the photo shoot. If someone must be there, please ensure they can stay out of the camera's view.
  - **Accessibility:** Please ensure all areas of your home are accessible, including basements, attics, and outdoor spaces that are part of the listing.
  - **Comfort:** Set your thermostat to a comfortable temperature, especially if it's very hot or cold outside, to prevent the camera lens from fogging.
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## A Few Important Notes:

- The photographer's job is to capture stunning images of your home as it is. They won't be able to clean, stage, or move furniture/personal items during the shoot.
- Minor touch-ups can be done in post-production, but extensive editing due to an unprepared home may incur extra fees.
- The images are copyrighted by the photographer and intended for the sole use of marketing the sale of the home. If you would like to purchase a copy of the images, the photographer's contact information is available.

By following these simple steps, you'll help us create incredible photos that will attract buyers and showcase your wonderful home in its best possible light. We're excited to help you on your selling journey!