

Photography Preparation Tips

Keep in Mind

- A large majority of home buyers start their home search on various home search site portals. Photos of the home serve as the first impression buyers will see, so we want to show your home in the best light. Carl will use the photography on professionally printed property brochures that are at the property and mailed to Buyers that express an interest in the property through different marketing efforts. The photos will also be used in various online and social media marketing efforts.
- In addition to photos, Carl will use virtual 3D Tours, virtual staging, floor plan creation, and drone photography when these tools present the home in a positive light.

General

- Ensure your home is clean. If Carl is marketing your home with a 3D Tour, Buyer's will be able to zoom in on all areas of the home, so it is important that your home appears clean. Ensuring the home is clean will also help your home show better in person, and will give an overall feeling of the owners pride in taking care of the home.
- Replace any burnt out light bulbs. If you have rooms that are painted in dark colors, or appear dark due to the lack of natural light, Carl recommends installing white or natural light LED bulbs (3500 to 5000 Kelvin) in these spaces to increase the lighting.
- For the photography appointment, turn all lights on - including under counter and over cabinetry lighting. Keep ceiling fans off. Keep all blinds and drapes open to let in natural light. Clean windows as needed.
- Less is more. Remove items such as trash bins, pet bowls, shoes, laundry, and excessive family photos for the photo shoot. Declutter and organize as much as possible. If necessary, the garage can be used for neatly storing items.
- If major items are removed from a room - such as couches, beds, dining table - then remove all items from that room. Carl will have these rooms virtually staged so they will show well in print and online marketing.
- Remove any political items from inside and outside of the home. Political items can positively or negatively affect a Buyer's desirability of the home. It's best to leave these items out for both photography and home showings.

Kitchen

- Clear items from kitchen countertops. Leave a few decorative items on the counters.
- Remove soap bottles, cleaning materials, and drying racks from the sink area.
- Ensure appliances are clean and organize the pantry.
- Remove excessive magnets from the refrigerator and hide trash bins.

Bathrooms

- Remove all personal items from the countertops, personal items from bath and shower areas, hanging towels, and rugs. If tub & shower areas present nicely, consider removing shower rods and shower curtains to give the bathrooms a more spacious feeling. Trash cans and toilet cleaning items should also be removed for the photography appointment.
- Ensure mirrors, tubs, showers, and shower doors are clean.

Living Room | Dining Room | Common areas

- Arrange furniture neatly, hide electrical cords, and remove any extra items such as remote controls, game controllers, or excessive electrical cords. It's okay to leave a book, magazine, or ornament on tables and end tables to make your home feel inviting.

Bedrooms

- Ensure beds are made, bedding items are smooth, and pillows are fluffed. Organize or remove any personal items such as toys, collections, or anything that may distract a buyer.

Garage

- Ensure garage is clean and organized. If the garage has attic access, ensure the access panel to the attic is in place. Remove vehicles so Buyers can walk through the garage unimpeded.

Exterior

- Ensure flower beds, shrubbery, grass, and the entry are maintained and are inviting.
- Remove cars from the driveway and don't park directly in front of the home.
- Hide trash and recycling bins.
- Organize or remove unnecessary items in the front and back yards, such as toys and yard tools. Ensure the yard is maintained for both photography and for showings.

