

# How to get a house ready for listing photos in 7 steps

## **1. Clean and declutter your home**

The first real estate photography tip you'll get is to clear and remove clutter from the space to ensure a clean and spacious look that will appeal to potential buyers. Having an open view of areas like your living room or countertops will help highlight the features of your home.

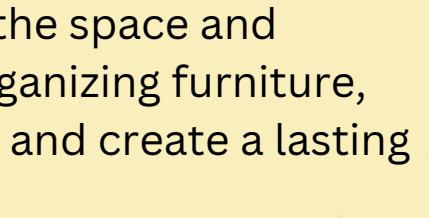
## **2. Stage and depersonalize your space**


To enhance the appeal of your home and allow potential buyers to envision themselves living in the space, it's essential to remove personal items and knick-knacks such as family photos, memorabilia, and any personalized decor that might distract from the property's features. By depersonalizing the environment, you create a neutral canvas that buyers can easily project their own vision onto.

## **3. Minimize furniture items**

Another way to highlight the features of your home is to minimize the amount of furniture in your home. Consider reducing the number of pieces to create an open and inviting atmosphere that feels spacious in photographs.

Rearrange furniture strategically and even move large pieces like closets and garbage cans to optimize the flow of the space and highlight its best features. By decluttering and organizing furniture, you can showcase the full potential of each room and create a lasting impression on potential buyers.






#### 4. Improve lighting and ambiance


When preparing your home for professional real estate photos, lighting plays a crucial role in capturing the essence and appeal of your property. The right lighting setup can significantly impact the quality and attractiveness of your real estate photos, making your property stand out in listings and capturing the attention of potential buyers.

Here are some tips to ensure your home looks its best in real estate photos:

- Maximize natural light - One of the most effective ways to enhance your property's appeal in photos is by maximizing natural light. Encourage opening curtains and blinds to allow sunlight to flood the rooms.
- Use artificial lighting wisely - Make sure that all the light bulbs in your home are the same warmth and turn on all interior lights when it is time to photograph your own. Properly positioned and functioning lights can help eliminate shadows and dark spots, giving a more vibrant and spacious look to the rooms.

By strategically combining natural and artificial lighting, you can create a visually appealing environment that accentuates the best features of your home.





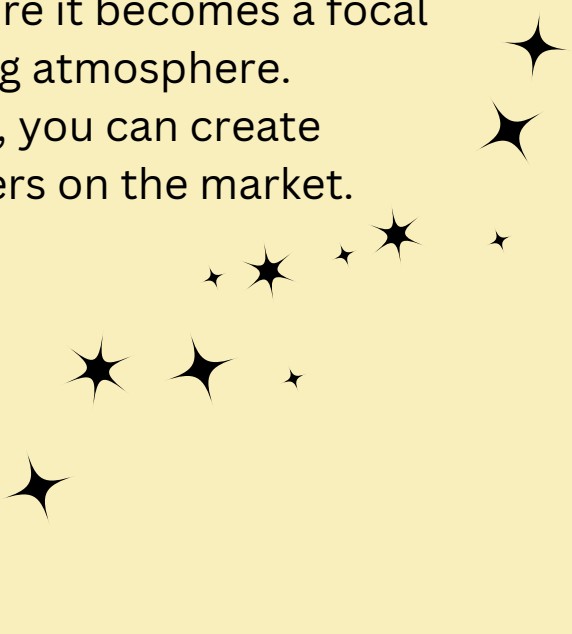
## **5. Decorate with fresh flowers and greenery**

Adding flowers or greenery to your living spaces can breathe life into the rooms and add a pop of color that enhances the visual appeal of the property. Depending on your circumstances, fresh or artificial greenery can achieve the same effect.

Incorporating natural elements like flowers and plants can also create a sense of freshness and vitality, making the property more appealing in photos. Whether it's a potted plant in the corner or a vase of seasonal flowers on your kitchen counter, these simple additions can make the space feel more inviting and welcoming. If you're looking for more ideas, our kitchen staging tips might spark some inspiration.

## **6. Accentuate your home's architectural features**

Highlighting key features of your home is essential to showcase its unique characteristics and attract potential buyers. Draw attention to architectural details, such as arched doorways or intricate moldings, by framing them strategically in listing photos. For example, if your home has a fireplace, make sure it becomes a focal point in the images, creating a cozy and inviting atmosphere. By accentuating your home's distinct features, you can create interest and set your property apart from others on the market.





## 7. Pay attention to curb appeal

The exterior of your home is the first thing potential buyers will see when they decide to view the property and it's important to give them a glimpse of it in your listing photos.

Begin by maintaining the walkways and front yard lawn, landscaping, using outdoor furniture, or clearing pathways to create a welcoming entrance. Consider even adding colorful potted plants or flowers to add visual interest to the exterior.

By enhancing the outdoor space, you can set a positive tone for the photoshoot and capture attention right from the start. Remember, these final touches can make a significant difference in showcasing your property effectively and attracting potential buyers. Time and effort invested into the details will ensure that your home shines in professional photos, making a compelling case for prospective buyers.

