



Kats Eye Virtual Tours and Photography

SELLERS GUIDELINES

www.katseyevirtualtours.com / Email: katseyetours@gmail.com (410) 507-1314

Your Real Estate Agent has chosen Kat Eye Virtual Tours and Photography, LLC to display and market your home on the Internet and to supply photographs for your agent for brochures and marketing materials. We have been photographing homes in Maryland since late 2001. Thousands of homes have been photographed over the years, and each home has a unique personality that has been recognized and photographed with the “buyers eye in mind” – so will yours. We will take care in each house, small or large – to showcase your home in its best way possible. But to do that – we will need your help! Please read over these suggestions that we have compiled to help with selling your home fast!

CHECKLIST - SUGGESTIONS BEFORE YOUR PHOTOGRAPHY APPOINTMENT - Please do not expect our photographers to stage / clean / or move items around.

- ✓ Please have cars removed from driveways and garage doors and front door closed prior to appointment. WAKE UP YOUR HOUSE - turn on the outside porch lights – yes even during the bright daylight! Turn on the inside lights – as the camera can see the lights (especially ceiling lights and foyer lights) inside when taking that main exterior photo! It really makes the house say “hey, look at me!”! Remove garbage cans from the exterior of your house (including the yellow recycle bins) and make sure the yard is picked up.
- ✓ Please check your light bulbs and change them if necessary! When there is a cluster of lights, and one bulb is out, it just does not look best. Or if one nightstand light comes on but the other side does not - we think of a missing tooth when that happens. ALSO PLEASE MAKE SURE LIGHT BULBS ARE THE SAME COLOR!! Especially in the same room. I do prefer the warm white bulbs, around 2700-3000 Kelvin. The Cool Whites can tend to look too blue 3500-4100Kelvin, and the bright whites that I have been seeing in fans lately are too bright, we don't like those!! They are usually 5000-6500 Kelvin.
- ✓ Open all blinds and shades! But ... if you have the heavy plastic/wood blinds, it is preferred to have the slats open, but the blinds NOT pulled up, as it bunches up on the bottom and does not look the best.
- ✓ Dirty windows don't look the best – if you can clean your windows before photos, please do. Especially if there is a beautiful scene you would like to be seen by looking out the window. Also, what REALLY does not look good is if the seal of the window is bad and the window has a lot of fogging or condensation. If this is happening, try to get the window repaired before photographs or be sure to have a blind on that window closed.
- ✓ Have the home clean and ready to photograph. If there are any items that you would not like in the photos, please make certain these items are put away and not visible.
- ✓ KITCHENS: Please remove magnets, papers, and stickers on the refrigerator. Please remove items on top of the refrigerator. Clear as much as possible off the kitchen counters, knives, toaster ovens, microwaves. You can keep some stuff there, like coffee makers, or a nice assortments of utensils in

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a jar. Keep towels to a minimum. Make an ensemble of a cookbook on the counter, or coffee cups near the coffee maker. Be creative but keep it simple!!

- ✓
- ✓ Try to minimize electric cords, hiding them as much as possible!
- ✓ Clutter on bathroom counters and in the shower stalls/tubs (soap bottles, etc.)
- ✓ Robes hanging on doors (put them in closet)
- ✓ Please limit the amount of tissue boxes lying around.
- ✓ FOR THOSE WHO HAVE CHILDREN! Children's Toys (hide them behind the sofa!). Please remove high chairs and booster seats from the kitchen/dining area as well. We may have to move the high chair while we are there though.
- ✓ Be sure to have your beds made up, making sure the sheets are as straight as possible, please not too many pillows, please no stuffed animals. And be aware of things showing under the bed, if storage boxes, etc. are peeking out – please find another area for them temporarily (maybe closet).
Pillow cases look best on the bed when the opening of the case is facing the middle, and not the outside of the bed.
- ✓ Turn the ceiling fans off as they will sometimes blur in the photo.
- ✓ Light dust will NOT appear in pictures, BUT toothpaste splatter DOES! So please clean all bathroom mirrors.
- ✓ Reflective glass on wall artwork can be a problem. Try to remove as many of them as possible, especially the artwork that is on the far wall right in front of you when you walk into a room (including mirrors). Remember to remove your certificates of awards or graduation certificates too. That is a personal item that you may not want to be photographed, as well as any personal photos you may have.

WHAT TO EXPECT THE DAY OF PHOTOGRAPHY:

The photography will typically take 1.5-2 hours for most homes. For 3500 Sq. Ft homes and above, it will take 2-3 hours to photograph. If you have a lock box that is accessible for agents, you more than likely do not need to be at home during photography. We have a sentrilock keycard to access the lockboxes.

IMPORTANT: If you have an appointment time and prefer to be at the home during the session please remember the apt time given is always an estimate. Traffic and other virtual tours may delay the photographer. Sometimes things are going well and the photographer is a little early – you may ask your agent to provide your phone number to us so that we may call you once on the way to your home. It is

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preferred by the photographer that if you are to be home, that you try to stay out of the way of photos and not follow the photographer around, also (although we do love them!) please keep children and pets out of the way as well.

ALSO IMPORTANT: If you need to cancel your virtual tour, please do so at least 24 hours in advance of given day/time of virtual tour with the photographer that has contacted you.

Most Kats Eye Virtual Tours packages consist of 20-36 still photos (depending on the size of your home and what your agent has ordered). These photos will be sent to your agent for his/her use for brochures and for uploading into the MLS system. The MLS system will accept up to 30 images. We use those photos for a slide show (also known as the virtual tour) which will be sent to Homesdatabase, Trulia, and many other real estate portal websites. The link to the virtual tour is separate from the photos on the main page of the listing – so be sure to search for the virtual tour link as the slide show is always very nice to see and is in HD (please be aware that it may take longer to load on your computer – it just depends on your internet service provider). This virtual tour may have more than the 30 images.

Photography includes all the main living areas (such as living and dining room, kitchen, sunroom, master bedroom and bathrooms) and may also include secondary bedrooms, study, office, loft, basements. It is not recommended to show unfinished areas, inside of garages (unless finished), and closets/attics. Half bathrooms are photographed but may not show the best because of their size. All images should be photographed in horizontal format but occasionally we do photograph vertically if necessary.

Thank you for taking time to read over this document. Most sellers do find it helpful. With your help in doing as much as you can on this list, the photographer is able to get the best photos to showcase your home and get it sold fast! These steps combined with your skillful agent – you are on a great start to moving to your next home.

We look forward to photographing your home!

If you have any questions, feel free to email katseyetours@gmail.com or call Kathy Ward at (410) 507-1314.

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