



# PROPERTY SUCCESS CHECKLIST

## MAXIMIZE YOUR HOME'S VALUE BEFORE THE SHOOT

"A WELL-PREPARED HOME ALLOWS ME TO FOCUS ON CAPTURING THE STRATEGIC VISUAL NARRATIVES THAT DRIVE SALES." — JOHN SAWYER

## EXTERIOR & CURB APPEAL

- **CLEAR THE DRIVEWAY:** MOVE ALL VEHICLES AWAY FROM THE FRONT OF THE PROPERTY.
- **HIDE MAINTENANCE ITEMS:** MOVE TRASH CANS TO THE GARAGE AND HIDE GARDEN HOSES.
- **LANDSCAPE CHECK:** ENSURE THE LAWN IS MOWED OR SNOW IS FRESHLY CLEARED FROM ALL WALKWAYS.
- **DRONE READY:** CLOSE ALL WINDOWS, UMBRELLAS, AND GARAGE DOORS FOR A POLISHED AERIAL LOOK

## MAIN INTERIOR AREAS

- **KITCHEN SURFACES:** CLEAR ALL COUNTERTOPS OF SMALL APPLIANCES (TOASTERS, BLENDERS) AND REMOVE ALL MAGNETS/PHOTOS FROM THE FRIDGE.
- **HIDE CLUTTER:** TUCK AWAY REMOTE CONTROLS, TISSUE BOXES, MAGAZINES, AND PET DISHES/BEDS.
- **WINDOWS & LIGHT:** OPEN ALL CURTAINS AND BLINDS; ADJUST THEM TO A CONSISTENT HEIGHT AND ANGLE.

## LIGHTING & AMBIANCE

- **FULL ILLUMINATION:** TURN ON **EVERY LIGHT** IN THE HOUSE, INCLUDING LAMPS AND UNDER-CABINET LIGHTING.
- **CEILING FANS:** TURN ALL FANS **OFF** TO AVOID MOTION BLUR IN HIGH-RESOLUTION IMAGES.
- **FIREPLACES:** IF GAS-POWERED, PLEASE HAVE THEM TURNED ON JUST BEFORE ARRIVAL FOR A WARM GLOW.

## BED & BATH

- **PERSONAL ITEMS:** REMOVE ALL TOILETRIES (SHAMPOO, RAZORS, TOOTHBRUSHES) FROM SHOWERS AND COUNTERS.
- **FINISHING TOUCHES:** NEATLY MAKE ALL BEDS AND ENSURE ALL TOILET LIDS ARE CLOSED.

## THE VALUE ADVANTAGE

- **DIGITAL FIRST:** 97% OF BUYERS START THEIR SEARCH ONLINE—YOUR DIGITAL FIRST IMPRESSION IS YOUR ONLY FIRST IMPRESSION.
- **HIGHER SALE PRICE:** PROFESSIONALLY PHOTOGRAPHED HOMES CAN SELL FOR UP TO **\$11,000 MORE**.
- **EFFICIENCY:** QUALITY VISUALS HELP HOMES SPEND **32% LESS TIME** ON THE MARKET.

**\*\*PRO TIP: NEED HELP GETTING "CAMERA-READY?"** FOR PROFESSIONAL CLEANING, STAGING ASSISTANCE, OR PROPERTY MANAGEMENT, I HIGHLY RECOMMEND **SVT PROPERTY MANAGEMENT**.

THEY SPECIALIZE IN PREPARING VERMONT LISTINGS TO MEET THE HIGH STANDARDS OF THIS CHECKLIST.

**VISIT:** [SVTPROPERTYMANAGEMENT.COM](http://SVTPROPERTYMANAGEMENT.COM)

**JOHN SAWYER MEDIA | VERMONT REAL ESTATE MARKETING EXPERT**  
LEVERAGING MY EXPERIENCE AS A FORMER VT AGENT TO SELL YOUR LISTINGS FASTER.  
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# ELEVATING THE EXPERIENCE

## LUXURY LISTING ADDENDUM

- **ESTATE STAGING:** ENSURE ALL LUXURY AMENITIES, SUCH AS WINE CELLARS, HOME THEATERS, OR OUTDOOR KITCHENS, ARE FULLY PREPPED AND STAGED.
- **GROUNDS PREPARATION:** FOR LARGE ESTATES, ENSURE ALL PATHWAYS ARE CLEAR AND ANY OUTDOOR LIGHTING IS FULLY OPERATIONAL FOR EVENING SHOTS.
- **HIGH-END DETAILING:** POLISH ALL STAINLESS STEEL, MARBLE, AND GLASS SURFACES TO A MIRROR FINISH. HIGH-RESOLUTION SENSORS WILL PICK UP EVEN MINOR SMUDGES ON PREMIUM FINISHES.
- **POOL & SPA READY:** ENSURE POOLS ARE UNCOVERED AND CLEAN, WITH WATER FEATURES TURNED ON. ARRANGE LUXURY PATIO FURNITURE TO CREATE AN INVITING OUTDOOR LIFESTYLE NARRATIVE.
- **ACREAGE & PRIVACY:** FOR PROPERTIES WITH SIGNIFICANT LAND, ENSURE ALL ACCESS GATES ARE UNLOCKED AND MAJOR VISTAS ARE CLEAR OF TEMPORARY OBSTRUCTIONS FOR AERIAL DRONE COVERAGE.

## SHORT-TERM RENTAL ADDENDUM

- **HIGHLIGHT AMENITIES:** STAGE THE COFFEE STATION, SET THE DINING TABLE, AND PUT OUT FRESH LOGS BY THE FIREPLACE TO SHOWCASE THE GUEST EXPERIENCE.
- **BEDROOM & BATHROOM PREP:** ENSURE ALL LINENS ARE CRISP AND WRINKLE-FREE. REMOVE ALL PERSONAL TOILETRIES FROM SHOWERS AND VANITIES.
- **OUTDOOR LIVING SPACES:** UNCOVER THE HOT TUB, ARRANGE PATIO FURNITURE, AND CLEAR ANY DEBRIS FROM DECKS OR FIRE PIT AREAS TO HIGHLIGHT THE VERMONT MOUNTAIN LIFESTYLE.
- **KITCHEN DETAIL:** REMOVE MAGNETS FROM THE REFRIGERATOR AND HIDE DISH SOAPS, SPONGES, AND SMALL APPLIANCES LIKE TOASTERS UNLESS THEY ARE HIGH-END DESIGN FEATURES.
- **STORAGE & CLOSETS:** CLEAR OUT "OWNER'S CLOSETS" OR STORAGE AREAS TO SHOW GUESTS WHERE THEY CAN STORE THEIR SKI GEAR OR LUGGAGE.
- **MUDROOM READINESS:** CLEAR OUT PERSONAL WINTER GEAR/BOOTS TO SHOW GUESTS EXACTLY WHERE THEY CAN DROP THEIR SKI EQUIPMENT AFTER A DAY AT OKEMO OR KILLINGTON.