

*Property Preparation Guide*

# BRICK & MORTAR

REAL ESTATE PHOTOGRAPHY





# INTRODUCTION

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Your home is about to go on display and needs to look its absolute best! When you create the right environment for a buyer you can instantly add appeal and perceived value to your property. Preparing your property prior to your photoshoot is the single most important thing that can be done to ensure that your images look their best.

# GENERAL RULES

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## **DE-CLUTTER**

Maximise space and create a larger look & feel...Less is more!

## **DE-PERSONALISE**

Help buyers imagine themselves in their new home by keeping your family pictures, personalised ornaments and memorabilia out of sight.

## **PETS**

Remove animals' food bowls, bedding & toys out of sight.

## **WINDOWS & MIRRORS**

Ensure they are clean & streak free.

## **RUBBISH BINS**

Please remove all rubbish bins out of sight \*inside & outside\* (hidden in the garage is best).

## **RUGS, FLOOR & DOOR MATS**

Remove these items to enhance perception of floor space size in photos.

## **LIGHTS, LAMPS & FANS**

Turn on all lights/lamps in the home & replace any faulty globes (Very important for dusk/twilight shoots). It is best advised to keep fans off.

# **KITCHEN / DINING AREAS**

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## **DISHES**

Put away all dishes & keep small appliances hidden; kettles, coffee machines etc are all OK as long as they don't clutter your bench space. The idea is to style your space like a display home.

## **BENCHES**

Bench tops cleared & tea towels out of sight.

## **APPLIANCES**

Ensure your appliances are clean, as well as free of streaks or unsightly blemishes. Replace rangehood light if blown and turn on for extra ambience.

## **REFRIGERATOR**

Ensure refrigerator is free of magnets, kids' drawings, fingerprints, calendars, etc.

## **REMOVE**

Remove any child-proof equipment you have visible on doorways, cabinets & cupboards.

# OUTSIDE AREAS

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## **SWEEP**

Sweep/remove stains from driveway & paths.

## **GARDEN**

Groom the lawns & garden. Remove any noticeable large weeds & fallen palm fronds. Rake any leaves onsite & cover any dirt with mulch.

## **REMOVE**

Remove cars, caravans & trailers from driveway; park inside garage or next door. Remove garden hoses, garden tools, toys, bicycles & skateboards and pet utilities. Please remove rubbish bins out of sight - hidden in the garage is best. Remove washing from clothes line & also any garden pegs lying around.

## **FURNITURE**

Outdoor furniture should be wiped clean and arrange cushions so they look their best.



# LOUNGE / LIVING AREA

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## **CLEAR**

Clear coffee tables of remotes, books, magazines & additional clutter. If you have a nice coffee table book & homewares you can display them tastefully on the table. Clear away any TV remotes, video game equipment, DVD's & any other electronic items that can clutter the room & hide any visible electrical cords that are in sight.

## **REMOVE**

Remove pedestal fans.

## **KEEP**

Keep cushions to a minimum & neatly arrange.

# BATHROOM / EN-SUITE

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## **TOWELS**

Freshly co-ordinated towels neatly double folded (looks best) or removed completely. It is best to use matching colours for most attractive results.

## **SHOWER**

Shower screen & vanity clean and streak free; toilet lids down.

## **REMOVE**

Remove toilet paper, washing baskets, rubbish bins, tissue boxes, used soap/ soap dishes & bath mats off floor (makes bathroom look larger). Remove most/all products lying around. Some tasteful staging products can work well - eg: candles, luxury perfume etc...

# SWIMMING POOLS / SPAS

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## **CLEAN**

Clean out any debris in the pool & make sure your pool water is balanced and not "green".

## **REMOVE**

Remove pool cover, creepy crawly, cleaning equipment & toys. Hide in garage.

