

# Staging Your Home for Listing Photography

## 1. Clean and Declutter the Home

- Deep Clean: Thoroughly clean the entire home, including floors, windows, countertops, and bathrooms. Ensure mirrors, appliances, and light fixtures are clean.
- Declutter: Remove personal items, knick-knacks, and excess furniture. Keep countertops clear, especially in bathrooms and kitchens. Remove visible trash or clutter.
- Organize: Organize storage areas like closets, garages, and pantries. These spaces may be photographed too.

## 2. Set the Scene: Make Rooms Feel Inviting

- Living Room and Bedrooms: Arrange furniture to allow for open flow and spaciousness. Add a cozy throw or accent pillows for texture and color. Neatly make the bed with fresh, neutral-colored linens, and arrange pillows symmetrically.
- Dining Room: Set the table with place settings to add warmth, even if the table isn't frequently used. Ensure chairs are aligned and tidy.
- Office or Bonus Rooms: Arrange the desk and chair to highlight the room's function. Ensure a clean, organized workspace with minimal distractions.

## 3. Focus on Lighting

- Use of Natural Light: Open all curtains or blinds to let natural light flood the rooms. Natural light makes spaces look larger and more inviting. Consider shooting during the day, preferably late morning or early afternoon, for optimal sunlight.
- Artificial Light: Turn on all lights, including lamps, overhead lights, and under-cabinet lights, to create a bright, welcoming atmosphere. Replace any burnt-out light bulbs.

## 4. Neutralize the Space

- Neutralize Colors: Use neutral or light-colored furniture and decor to make the space feel universally appealing. Remove bold or unique artwork that may be distracting in photos.
- Decor Items: Add a few simple, neutral decor pieces, such as a vase of fresh flowers or a bowl of fruit, to make the space feel fresh and livable.

## 5. Showcase Key Features

- Highlight Architectural Features: Emphasize unique architectural elements like crown molding, exposed beams, or a fireplace. Clear any obstructions that may hide or distract from these features.
- Arrange Furniture to Open Up the Space: Move furniture slightly away from walls to make rooms look larger and allow the camera to capture the entire space.

## 6. Stage the Kitchen and Bathrooms

- Kitchen: Remove small appliances from countertops, except for a few decorative items like fruit or a vase. Clean all appliances and ensure they are spotless. Place fresh towels or pot holders in neutral colors, arranged neatly.
- Bathrooms: Remove personal items from countertops, such as toothbrushes and razors. Place fresh, neutral-colored towels on racks or hang them neatly. Clean mirrors, sinks, and tubs, ensuring there are no water spots. Add a small plant or a new soap dispenser for an extra touch of freshness.



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## 7. Add Final Touches

- Fresh Flowers or Plants: Place a vase of fresh flowers or a potted plant in the entryway or living room to create a welcoming atmosphere.
- Seasonal Décor: Add subtle seasonal decor to make the home feel current and warm, such as a bowl of apples in the kitchen or a cozy throw on the sofa.
- Mirrors and Artwork: Ensure mirrors are clean and reflect light or interesting views, like a window with greenery outside. Hang artwork at eye level, ensuring it complements the room without overwhelming the space.

## 8. Outdoor and Curb Appeal

- Landscaping: Mow the lawn, trim bushes, and remove weeds or debris. Add mulch to flower beds or plant seasonal flowers if necessary.
- Front Porch and Entry: Sweep the porch, add a welcome mat, and consider placing outdoor chairs or potted plants for an inviting entryway.
- Exterior Touches: Clean the windows and power-wash the driveway and sidewalks if needed.

Consider shooting exterior photos during the golden hour (early morning or late afternoon) for soft, flattering light.

## 9. Final Walkthrough

- Review the Property: Walk through each room to ensure everything is in place, clean, and ready for photography.
- Double-check that the home is free of clutter and distractions.
- Ensure all Details are Captured - Make sure the photographer knows about any unique features, such as custom-built furniture or luxurious elements.
- Prepare for Photo Day - Ensure the house is empty (if possible) to avoid distractions. Provide the photographer access and allow them the freedom to capture the home in the best possible light.

Contact your listing agent!



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