



BEFORE THE PHOTOGRAPHER ARRIVES

Important. Be OPEN-HOUSE READY inside and out before the photographer arrives.

Photography is conducted with the spaces “as is,” unless prior arrangements have been made. And it’s worth the effort. The most important thing you can do to get your home ready for sale and for photography is to get rid of clutter. You are in a competition with other sellers.

It’s so true: “You have only one chance to make a good first impression.”

Premium photography is an important first step, since buyers usually shop online long before they visit the first house. Industry stats support this.

LINKS to excellent tips and advice

www.hgtv.com/decorating-basics/15-secrets-to-selling-your-home/pictures/index.html

www.realtor.com/advice/clear-the-clutter-and-sell-your-home/

THE BASICS

- Provide Jackson Premium Real Estate Photography a list of property features to show AND to avoid, if necessary.
- Turn on all lights, overheads and lamps. Replace burned out bulbs.
- Level the lamp shades.
- Carefully align and arrange furniture, pillows, window treatments, shutters, shelving....
- Shutters in particular should be set to matching angles in the same room. The angle? Blade-front slightly down lets more light in and shows off a blue sky. Blade-front slightly up, then the landscape is more the focus.
- Fresh flower and plant arrangements help, even nice clippings from the yard. Clean all glass and mirrors.
- Pare down the kitchen countertops. And shelves. And furniture tops.
- Turn off all ceiling fans.
- Stop clock pendulums.
- We love your furry friends, but please put them away prior to the photoshoot.
- Remember the exterior environment, especially the entrances. Sweep the porches, decks, patios, and brush away cobwebs. Arrange patio furniture and potted plants (avoid water spills just before the photography session). Cut and edge lawns.
- Call us if you have questions or concerns or need recommendations.