



How to Prepare Your Home for a Property Photoshoot

1. Clean Kitchen Counters & Sink

Clear off kitchen counters to make the kitchen space stand out, and buyers can imagine how they might use the area. Coffee makers, mixers, and decorations can distract buyers and make the kitchen feel cluttered. Remove everything except a few decorative items from the countertops and clean all surface area, including appliances, kitchen sink, and backsplash.

2. Clean the Bathrooms

Take all items off the bathroom counter, place all the shampoo bottles, soaps, shaving razors, and other items into a bin, and store them underneath the bathroom sink or somewhere close and out of the way. You want your bathroom to look bigger. Clean the countertops, sinks, toilet, and shower. Neatly fold any decorative towels on the towel rack and place a few for-show items on the countertop.

3. Turn On All Lights Throughout the House

Lighting is one of the most important aspects of photography. Check all the ceiling, lamps, and exterior lights to ensure they all work and replace any burnt-out bulbs. The more light, the better! Turn on all the lights in the house before the photographer arrives.

4. Remove Unnecessary Furniture & Decorations

Removing and storing excess or oversized furniture can be difficult, but it opens up the floor space. Consult a professional stager to determine which items should stay or go.

5. Remove Floor Mats

Roll up and remove all the floor mats in the bathrooms, kitchen, and laundry areas, as they can make the overall floor space look smaller, making the room appear smaller.

6. Open or Remove Window Treatments

Natural light from windows brings life to real estate photos. We recommend opening all the window treatments throughout the house to let in as much light as possible.

The photographer can alter your shades and curtains if it's too bright outside to balance the shot. Don't forget to **clean the windows!**

7. Make All of the Beds

Making the bed is an obvious step, but it gets overlooked often, especially in the secondary bedrooms. Decorate all the beds with matching sheets, blankets, and pillows to brighten the bed.

8. Turn Off All TVs, Computer Screens and Ceiling Fans

Turn off anything that moves, causes motion blur, or that will be distracting in the photo.

9. Remove All Personal Photos and Items

You want the buyer to visualize themselves in your house, but it will be hard if your items are everywhere. Since you want your buyers to fall in love with your home, remove all private photos and articles from the entire house, including the patio, porch, and garage.

10. Clear Appliance Surfaces of Magnets and Clutter

It's common to keep magnets, notes, reminders, and other personal information on the refrigerator. Unfortunately, this type of clutter can distract buyers. Removing all magnets, calendars, and personal items from the fridge will make your home appear tidier and keep your private info safe from the general public.

11. Put All Shoes & Jackets in Closets

Remove all jackets and shoes from anywhere they can be seen at the time of the photography and store away any loose items to remove all distractions. Buyers do not want to see shoes and jackets on coat racks and entryway floors because they will assume that the home lacks storage space.

12. Clear All Night Stands and Dressers

Nightstands accumulate items naturally, such as half-read books, prescription bottles, tissues, and electronic devices. Remove everything but a lamp and one decorative thing, such as a small floral arrangement or decorative book, to make the space look clean and presentable. Think of a freshly cleaned hotel room.

13. Remove All Pet Items

Not everyone has or likes pets, and some may be severely allergic to animals. Make sure your home shows no signs of pets, especially pet smells. Spend time cleaning your home to eliminate the pet odor and remove all pet items from the house.

14. Tidy Up the Yard & Landscape

Ensure you clean up the front yard and trim all the landscape back and tidy. The first picture that people will see of your home will be the outside front yard. Your front yard needs to be in excellent condition to grab the buyer's attention. Sweep the front and back porches and clean and clear all cars from the road and driveway.

15. Sweep up the Porch/Patio/Deck

This step is essential, especially in the Fall when leaves begin to accumulate. Ensure that the entire front and back porches are swept clean and remove any distracting items. If possible, stage these areas with flowers and decorative items to create a relaxing space that invites homebuyers. Create an inviting entrance to convey pride of ownership.

16. Clear All Cars from Road & Driveway

Remove all cars, trucks, RVs, and trailers from the house's driveway and front. If possible, ask your neighbors to move their vehicles from the road to make the street look quiet and inviting in your photos which can be especially important for drone shots.

17. Hide All Garbage Cans & Lawn Equipment

Large garbage cans and unsightly lawn equipment out in the open are distracting. Instead, place all trash cans, garden hoses, lawnmowers, and other yard maintenance tools in the garage. Keep the lawn free and clear of small toys and pet items.

18. Remove Outdoor Cooker Covers

Don't hide your grill or smoker. Remove all covers so that cookers are exposed and ready for use. If an old grill needs to be covered because it's rusty and unsightly, it's better to remove or throw it out.

19. Open Up Patio Umbrellas

Open up any patio umbrellas to stage the area if it's not too windy during the photoshoot. Dust off chairs and set up the site as though you will enjoy it with friends later. Fresh outdoor pillows and flowers will create an inviting space.



Checklist

- ☐ Kitchen counters/sink cleaned and uncluttered
- ☐ Bathrooms cleaned and uncluttered
- ☐ Lights on
- ☐ Unnecessary furniture and decorations removed
- ☐ Floor mats removed
- ☐ Window treatments open or removed
- ☐ Beds made
- ☐ TVs, computers & ceiling fans off
- ☐ Photos & personal items removed
- ☐ Magnets and personal info off of the fridge
- ☐ Shoes and jackets away
- ☐ Nightstands cleared
- ☐ Pet items removed
- ☐ Yard and landscaping tidy
- ☐ Porch and deck swept
- ☐ Cars removed from the area
- ☐ Garbage cans, hoses, & lawn equipment hidden
- ☐ Grill cover off
- ☐ Patio umbrella open