



Cell 832-992-6204
www.BankOnBrooke.com

PREPPING FOR REAL ESTATE PHOTOS OF YOUR HOME

Most Buyer's start looking at homes online and we know that a first impression is a lasting impression! Majority of people choose their favorite home before they ever visiting them in person. Follow these tips to prepare your home for the best real estate photos possible.

GENERAL

Tips for all areas in the home

- Thoroughly clean whole house (vacuum carpet, mop hard floors, clean countertops, clean windows)
- Turn all overhead lights and lamps ON
- Replace all burned out light bulbs
- Use bulbs of the same temperature (ALL incandescent or ALL compact fluorescent)
- Turn all ceiling fans OFF
- Turn all TVs OFF
- Turn all computer screens OFF
- Open blinds/window treatments to let in outside light
- Remove personal photographs (or replace with general landscape/object photographs)
- Make all beds
- Remove small floor rugs to reveal actual flooring
- Place all shoes/jackets in closets

FRONT EXTERIOR

Online "curb appeal" - the front exterior is usually the first photo buyers see

- Close garage doors
- Remove cars from driveway and front of home
- Clean up landscaping (mow, trim shrubs, clear leaves)
- Remove empty planters
- Use broom to remove cobwebs from eaves and door frames
- Remove visible water hoses
- Remove toys, sports balls, basketball goals, soccer goals, etc.

BACK YARD

The back yard should be an oasis to relax

- Clean porch, tidy up outdoor tables/chairs/cushions
- Pillows/cushions should be fresh, not faded
- Clear out kid's toys, balls, frisbees, etc.
- Clean pool
- Remove pool vacuum/cleaner hose
- Hide pool cleaning supplies
- Turn on pool fountains/water features

Remove visible water hoses
Remove trash cans

KITCHEN

Sometimes the focal point, the kitchen deserves attention to detail

Clear countertops completely. No knife blocks, baking supplies, mail, etc.
Leave out max of one small appliance (ex. coffee maker)
Clear outside of refrigerator of magnets, papers, photos, etc.
Hide garbage cans in pantry or closet
Remove dishes from sink, place in dishwasher

DINING ROOM / TABLE

Allow buyers to imagine a nice family meal

Clear table, dust and polish the table top
Use decorative place setting if available
Feature one center piece such as a bouquet of flowers
Straighten all chairs and space them evenly
Remove child seats/booster chairs

LIVING / FAMILY ROOM

The space to enjoy conversation and spend quality time with family

Remove stacks of magazines, papers, mail, etc.
De-clutter fireplace mantel/hearth (no more than 5 items, including art)
Clean interior of fireplace and re-paint if needed
Fluff and arrange furniture pillows
Remove kid's toys

BEDROOMS

Rest for you and guests

MASTER BEDROOM

A good night's rest recharges the body and mind

Make bed, including decorative pillows/shams if available
Press bed linens and bed skirts
Clear nightstands of all personal items
Store away phone/tablet charging cables
Remove all clutter from top of dressers
Remove family photos from walls
Clean under bed, removing items that may show in the photos
Arrange clothing in closets so that it appears spacious with hangers hung neatly

KID/GUEST BEDROOM

Don't forget about guest bedrooms

Remove personalized names from walls
Remove wall stickers/posters
Remove diaper genies

Clean under bed, removing items that may show in the photos
Arrange clothing in closets so that it appears spacious with hangers hung neatly

BATHROOMS

To be spa-like, the bathroom must be clear of all personal items

Clear countertops completely. No soap, toothbrushes, medications, deodorant, etc.
Put toilet seats down
Close closet doors
Remove shampoo, soap, loofahs, etc. from showers and tubs
Remove dirty towels - leave out only new, unused towels
Remove floor mats

PETS

Pets are family, but their presence should be minimized

Place food and water bowls in pantry or closet
Place pet beds/toys in pantry or closet
Use lint roller on furniture to remove pet hair
Contain pets in hidden crate or outside
Clear back yard of pet waste/toys

NEED HELP?

Staging helps provide top dollar and a quick sale

Selling your home is like selling a product - it must be marketed correctly to reach a specific buyer. Although your furnishings and decor are great for your lifestyle, it's important to optimize your home for the future buyer.

REALTOR Brooke Anop is a Certified Home Marketing Specialist (CHMS) which means she's trained and certified in the art of Home Staging. **Brooke provides Basic Home Staging for FREE to her Client's upon request.** This includes advice on de-cluttering, re-arranging existing furniture and making suggestions on specific items for the Homeowner to address themselves.

If Client's want Full Staging services then Brooke will bring in a Home Staging Specialist for a fee. (Ask for details)

A professional home stager can provide you with a consultation to help you prepare your home for sale and make sure your home shows at its best online through the photographs.

We also offer Virtual Home staging for a fee. It's amazing what a difference furniture makes in photos! (Check out the sample photos)

WHAT TO EXPECT

Expectation During the Photo Shoot

The house should be shoot-ready when photographer arrives. Photographs generally take between 30 minutes to an hour unless the home is exceptionally large or other extenuating circumstances should arise.