

2026

PRACTICAL GUIDE

TO SHOWCASE EVERY SPACE

ENHANCEMENT

One picture says it all
Magazine-style look, no artifice.

HDR PHOTOS

Balanced in light
Rich in details

RESULTS

A more attractive ad
More clicks, more visits

*Innova real estate photography By Amélie Cyr, in collaboration
with Isabelle Rocheleau, certified home staging specialist.*



Preparing your home before a photo shoot

Preparing your home for a photoshoot is a crucial step in revealing its full potential. This guide walks you through each room with simple and effective tips to showcase your property. First impressions are essential, and in real estate, they are built through images.

A well-prepared home sparks interest, reveals its full potential, brings in light, and becomes a real asset for buyers or renters.

Clever and impactful visuals capture visitors' attention and elicit an immediate response. With this simple checklist, you can optimize every room and maximize your chances of making a great first impression.

My goal: create images that tell a story, inspiring spaces. Take a moment to browse this list, adapt it to your interior, and let me reveal the best of your property.

A thoughtfully prepared home always looks its best. Embrace soft, neutral tones, and above all, take a deep breath and relax, your property deserves to stand out.

A picture is worth a visit.

In real estate, first impressions are made online. A listing with professional photos generates more clicks, more visits, and faster sales.

Well-framed, bright, and flattering photos tell a story: your home, ready to welcome a new life.

My mission :

- Maximize visual appeal
- Show real spaces
- Create an instant wow effect

Your pieces become assets. Your images, an invitation.

— Amélie Cyr, Innova - Real Estate Photographer

Why hire a real estate photographer ?

A beautiful house is not enough; you also have to know how to showcase it. A real estate photographer doesn't just "take pictures": they arrange the space, capture the light at the right moment, choose the right angle, and create an image that makes people want to visit.

What you get :

- More online visibility
- More clicks and visits to your ad
- Better positioning compared to other properties
- Faster sale or rental, often better valued

Working with a professional is more than just preparing a space: it's about creating a true visual connection. It's the difference between simply seeing a property and imagining yourself living there. A carefully staged home is already "sold" in the buyer's mind.

How to prepare for your photoshoot

BEFORE the photo session

Prepare, organize, declutter. – That's the key to optimal results.

- Clean each room (floors, windows, surfaces)
- Clear counters and minimize decoration
- Let in as much natural light as possible
- Hide personal items (photos, clothes, papers, etc.)
- Turn on all the bulbs to check that they are working

A clean, bright and neutral space allows you to capture the essential: the beauty and potential of the place.

DURING the photo session

Trust and discretion. - The photographer takes over.

- Give the photographer space to work freely
- Evitez d'être dans le cadre ou dans les reflets (miroirs, fenêtres)
- Stay available if needed

Each shot is carefully studied to enhance without cheating: natural light, optimal angles, balanced atmosphere.

AFTER the photo session

Post-processing and enhancement. - Neat finish.

- Selection and retouching of the best images
- Color and light harmonization
- Delivery of photos ready for publication (ads, social networks, etc.)
- Your property is ready to charm at first glance
-

Every step is handled with care to deliver a professional, authentic result that truly adds value.

Real Estate HDR Photography

Reveal every nuance.

In real estate, HDR (High Dynamic Range) is the ideal tool for presenting a property in its best light without distorting reality.

Why use HDR?

In real estate photography, lighting contrasts can be a challenge: the interior is often darker than the exterior, especially when facing a bay window or a bright window. This is where **HDR** (High Dynamic Range) comes in.

- To balance indoor and outdoor lighting
- To elevate natural light without artifice
- To achieve professional, elegant and consistent images

How it works :

The photographer takes several identical shots at different exposures (underexposed, normal, overexposed), then merges them to obtain a richly detailed, true-to-life and bright image, without masked shadows or highlights.

- Rich in details
- True to reality
- Bright, without shadows or overexposure

The ideal real estate result :

- Exterior view visible from the inside (clear windows, no blown reflections)
- Textures and materials highlighted (hardwood, wood, tiles, textiles)
- Soft, even light in every room
- 'Magazine' effect without artificial retouching.

The result :

Natural, bright, and flattering images that showcase your property without distorting it. HDR reveals what the eye naturally perceives: volume, materials, and light, without trickery or exaggeration. The right angle. The right light. The perfect impact. Realnestate photography at its best.

Ready to prepare your home for your photoshoot? The checklist I've provided will guide you through each step and provide you with practical tools to enhance each space and ensure optimal results.

Let's get started!



Full Property Coverage

- Complete cleaning : floors, windows, walls, switches, baseboards.
- Decluttering : Remove personal items, trinkets, papers, toys, photos.
- Lighting : Replace burnt-out bulbs and turn on all lights. Turn off fans.
- Curtains and blinds : Open them to let in maximum natural light and close all windows.
- Neutrality: favor simple decoration, remove objects that are too personal (family photos, religious or political objects).
- Create open spaces by removing unnecessary furniture and clearing counters and shelves.
- Remove tissue boxes, trash cans, recycling, compost, laundry baskets, and pet supplies, as well as entrance mats and wall diffuser (for photos only).
- Take care of the background: check what you see from the living room: kitchen, open space, hallway, terrace. Everything must be tidy!
- Remove everything behind the doors.
- 💡 Tip: Make sure to diffuse a fresh and pleasant fragrance. We quickly get used to the smells of our own home.



Entrance / Veranda

- Keep the front door tidy (exterior view).
- Coats, shoes, umbrellas, bags, etc., should be put away or hidden.
- Avoid overloaded coat racks.
- Remove the doormat.
- Remove all personal items (keys, wallet).



Living room

- Arrange the cushions and throws carefully.
- Clear the coffee table or leave one or two carefully chosen decorative items on it (a candle, a book, a flower, etc.).
- Turn off the television and put away remote controls, magazines, toys, and any visible cables.
- Remove family photos, knick-knacks, and seasonal decorations.
- Clean and extinguish the fireplace (or light a fire to create a cozy atmosphere, depending on the season).



Kitchen

- Keep the countertop completely clear.
- No dish, towels, sponges, or cleaning products in sight.
- Clean the cabinet doors (especially stainless steel or glossy black ones, which get dirty easily).
- Add a bowl of fresh fruit or a green plant for a decorative touch.
- Remove anything stuck to the refrigerator: photos, drawings, notes, magnets.
- Avoid rugs in the kitchen; they often clutter the space and are unsightly.



Dinning room

- Leave the dining table bare or add a subtle touch: a discreet centerpiece, such as candles, flowers, or an elegant tray, is enough to create a warm atmosphere.
- Chairs neatly lined up.
- Empty cupboards.
- Clear surfaces or surfaces adorned with a single decorative element (frame, plant, lamp).



Bedrooms

- Make beds, align pillows.
- You can add, if you wish, a neatly folded throw at the foot of the bed for a decorative touch.
- Clear the bedside tables (one lamp on each table and only one other object at most).
- No visible clothing, neither on beds nor on chairs; hide laundry baskets.
- Remove the kleenex boxes, chargers, and bottles.



Children's room : minimalist but warm

- Make the bed(s), line up the pillows; place a few soft toys tastefully (avoid putting too many).
- Put away any toys that are lying around.
- Place 2 or 3 playful elements in strategic locations to maintain a warm atmosphere.



Workspace

- Put away the papers, pens, files, cables and chargers.
- Leave only visually harmonious objects (for example, a plant, a closed notebook, a lamp).
- Turn off screens.
- Conceal or group the cables using a cable organizer or behind furniture.
- Carefully position the chair, centered and upright, without a jacket or bag on it. If it's bulky or worn, consider removing it for the photo.



Bathroom / WC

- Thoroughly clean the mirrors, faucets, glass shower screen, bathtub and tiles.
- Glass shower: empty it completely.
- Clean towels, folded or rolled (avoid having too many).
- No toiletries visible (toothbrushes, soaps, makeup, razors, creams, medications, bottles, etc.).
- Decorative soaps or candles are permitted.
- Only use the bath mat if it is neutral and spotless; otherwise, remove it.
- Remove the bin and remove ALL objects around the toilet.



Laundry Room

- Put away all cleaning products, detergents, softeners, sponges, etc.
- Hide laundry baskets or store them temporarily in a closet.
- You can add a small decorative touch (plant, simple pot) can be added if the space is empty.



Family room / Games room / Basement

- Put away board games, consoles, toys, cables, blankets, remote controls, etc.
- Keep only a few well-placed items to create a cozy atmosphere.
- Place furniture in the center to visually balance the room.



Exteriors (garden, terrace, balcony)

- Sweep the patio and collect any leaves, twigs, and other plant debris.
- Mow the lawn, tidy up the patio, place the cushions, and remove the covers.
- Set up the clean and well-arranged patio furniture.
- Open the parasol if it's in good condition and add cushions if the weather permits.
- Remove all your personal belongings (bike, stroller, toys).
- 💡 Bonus tip: In good weather, a few cushions and decorative items on the table can create a relaxing atmosphere.



Garage

- Park vehicles outside to make the garage feel more spacious.
- Store items away to create a sense of volume and functionality.
- Clear the floor of all objects.
- 💡 Bonus tip: A tidy garage gives the impression of a well-maintained home. A real plus for a buyer, even if it's not a living space.



Swimming pool area - spa - sauna

- Photograph only clean, well-maintained, and aesthetically pleasing items.
- Pool: Put away floats, water toys, folded covers, and maintenance hoses.
- Spa: Remove the cover, tarpaulins, floats, hoses, and maintenance products.
- Sauna: If possible, carefully store the wooden bucket and ladle. You can add a rolled-up white towel to create a spa-like atmosphere without cluttering the space.
- Line up outdoor lounge chairs or daybeds. Add a cushion or a rolled-up towel for a more elegant touch.



Home facade

- First impressions are crucial: the facade and exterior often give the first impression of a property. It is therefore essential that they reflect the care you take of your home.
- Move your vehicles so they don't obstruct the facade.
- Clear the driveway, ideally with nothing in front of the garage or the house.
- Put away trash cans, watering cans, toys, garden tools, hoses, shovels, etc.
- Remove all your personal belongings (bicycles, strollers).
- In summer: mow the lawn, trim the hedges, and weed.
- In winter: completely clear the sidewalk, driveway, stairs, and entrance; remove snow from the patio, front steps, and around the door.
- Remove seasonal decorations.
- 💡 Bonus tip: a clean doormat and a simple plant, flowers or a ceramic pot can make the house more welcoming without cluttering the photo.

+ During visits, make sure to recreate the same atmosphere as in the photos so visitors can experience the same emotions. It's essential that the home reflects what they saw online, as this creates a sense of reassuring continuity. When they find the ambiance they admired in the photos, they instantly feel at ease and can more easily picture themselves in their future home.

Keep in mind

Minimize before a photo session : a cluttered interior draws the eye... but not for the right reasons. Before a photoshoot, decluttering and brightening the rooms allows you to :

Highlight the space : a minimalist interior appears more spacious, brighter, and more harmonious. This allows for a better appreciation of proportions and the fluidity of movement.

Let the image breathe : Too many objects or decorations create visual clutter. By simplifying, you add elegance and naturally guide the eye towards the property's best features.

Help buyers envision themselves : The potential buyer should be able to imagine themselves living in this space, according to their own tastes. The fewer personalizations or objects there are, the easier this projection is.

A carefully arranged interior stands the test of time better. It evokes clarity, cleanliness, and organization values that resonate particularly with visitors.

+ If your property is already for sale and you wish to plan a new outdoor photo shoot depending on the season, don't forget to consult the checklist to properly prepare the outdoor spaces.

"Less is more."

In real estate photography, fewer objects = more impact.

In conclusion: meticulous preparation gives your property a more attractive, harmonious, and memorable image.

Thank you for your trust. You've done the necessary work; now it's my turn. Breathe, relax: your property is in good hands.

I'm here to highlight what truly matters: light, space... and the full potential of your home.

See you soon!

— Amélie Cyr



Isabelle Rocheleau - « isaBelle ambiance » Certified Home Staging Specialist

Are you preparing your property for a photo shoot or an open house?

Want your property to look its best for photos or open houses? The "Express Setup" package is the solution. My services guarantee a quick and efficient reorganization and decluttering of each room, highlighting its strengths and minimizing its weaknesses. Monthly rental of decorative accessories is also included. You'll see the difference!

Starting at **\$ 225, plus taxes**, depending on the living area of your property.

Complete home staging :

Two-session package: consultation and installation after completion of the work.

I will visit your property for a **consultation** to identify any issues and areas for improvement, room by room, and I will find effective solutions on the spot. I will provide you with written recommendations to make your property more appealing, attract the maximum number of potential buyers, and help you sell it faster and for the best price, all for a very reasonable investment.

Once the renovations are complete, I return for the finishing touches. That's where the magic happens! I redesign the interior of your property to create a real "wow" factor for your buyers—in short, love at first sight! If needed, I can bring in rental decorative accessories to create a warm and welcoming atmosphere that will make all the difference! The effect will be spectacular! My involvement is essential at this stage because I'll know exactly how to decorate your rooms to showcase their best features. Your future buyers will be captivated from the moment they arrive! An attractive offer will quickly follow, and you can move into your new home with complete peace of mind, confident that you made the right choice by working with isaBelle ambiance!

Starting at **\$ 350 plus taxes**, depending on the living area of your property. Rental of decorative accessories and furniture is extra.

Entrusting your property to isaBelle ambiance means opting for a strategic and meticulous presentation, designed to attract buyers and sell quickly, at the right price.

— isaBelle ambiance

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