



# REAL ESTATE ADVISOR

We understand selling your home can be a whirlwind of activity, emotion and stress. You still have to live in your home while getting ready to move, keep it clean, make meals and take care of the family. This check list is to help with suggestions as how make the process easier and target the important tasks to get you home ready for the photo shoot. Let us know if you have any questions.

**Time expectation:** Depending on the size of the home, the normal amount of time needed in the home is about 1 hour per 1,000 sqft depending on lighting and slight staging. I will let you know once at the home if more or less time will be needed.

**Day of the shoot:** The main rooms we want to highlight will be the Kitchen, Living room. Master Bedroom and Bathrooms. For the day of the shoot please have All Lights Turned on, Ceiling Fans turned off, the Kitchen and Bathroom Counters Cleared as much as possible. It will also be helpful to have any wires hidden. We normally don't shoot garages, so this is a great place to store items.

A good question to ask yourself is "Am I ok with the world seeing my home like this?"

## Home Photography Preparation

### General Preparation

- **Light:** Test all light and make sure they are working and the same color (Warm vs Cold).
- **Windows:** Wash windows the day before.
- **Paint:** Touch up paint and fill any holes or scratches in walls.
- **Less is More:** Declutter and remove all excess furniture and family items. We normally don't shoot garages, so this is a great place to store item.
- **Seasonal Decorations:** Remove any seasonal decorations that can date the photos.
- **Rugs and runners:** Remove any small rugs and show off the flooring.

If you have any questions, please feel free to have your agent contact me anytime.

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## Outside Preparation

- **Prep the yard:** 24 hours prior to your photo shoot. Yard should be mowed and cleared off any toys, tools, hoses, etc.
- **Hide trash cans:** Trash cans can be placed on the front curb of the property or in the garage.
- **Turn off sprinklers:** Do not water the day of the shoot to prevent puddles on pavement
- **Pools. Spa & Water Features:** If you have a pool and/or spa, please have them clean with covers removed. Provide instructions to the realtor on how to turn on water feature.
- **Clean patio furniture:** Dust and remove cobwebs from all outdoor furniture. Do not hose down your furniture the day of your shoot, since this can create puddles.
- **Clear the cars:** Make sure no cars are in the driveway.

## Inside Home

- **Open blinds:** Your indoor photos will show the outdoor view so it is best to fully open the blinds. In the event there is an unappealing view or looking at the side of another home, keep them down but open them with a slight angle.
- **Declutter kitchen:** A few items on the counters are usually fine, but dishes, sponges, rags, etc. should be put away. It's best to remove all magnets, pictures, etc. from the refrigerator and remove throw rugs from the floor.
- **Secure items of value:** Remove and store away anything of value that you would not want to advertise to the world that you own like jewelry, famous artwork, and medication.
- **Remove personal items and photos:** It is best to remove all personal items like family photos, hunting trophies, professional sporting teams logo items, posters of people and/or celebrities.
- **Declutter bathrooms:** Toothpaste, toothbrushes, razors, and other "personal" items should be hidden. Decorative unused soaps, candles, flowers, etc. are preferred. It's also good to remove all throw rugs from the floor.
- **Prep bedrooms:** All bedrooms should have their beds made and items put away. Try to make them look spacious. Light or Bright colored bedding is best if possible.
- **Hide trash cans:** Trash cans can distract so it's best to hide all of them in closets or the garage.
- **Hide portable fans:** Ceiling fans are selling items but portable fans can give the wrong impression. It's best to hide all portable fans in closets or the garage.
- **Hide cords and remotes:** Sometimes electrical cords can't be hidden, but you will have more appealing pictures if you can hide TV remotes, game consoles, and any noticeable cords.
- **Clear entryways:** Remove all shoes, umbrellas, and similar items from entryways.

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*Ed McCullough*