

## SELLERS

### PREPARING YOUR HOME FOR A PROFESSIONAL PHOTO SHOOT



Nearly 90% of potential buyers review listings online as the first step in their search process. These first impressions are essential to engaging buyers, compelling them to act and request a showing. Exceptional photography and video are vital assets in effectively marketing your home and commanding the highest price the market will bear.

#### BELOW ARE GUIDELINES TO PREPARE YOUR HOME FOR THE PHOTOGRAPHY SESSION:

##### DECLUTTER, STAGE AND CLEAN

Building off the Preparing Your Home for Market guideline that less is more, continue the decluttering and staging efforts by addressing the following:

- *Remove floor mats and runners.*
- *Minimize personal effects, family photos and accessories. Remove valuables you do not wish to appear in published images.*
- *Clean up toys and pet paraphernalia.*
- *Remove cordless phones, wired appliances, phone chargers, etc., from walls and counters.*
- *Invest in professional cleaning, including kitchen appliances.*

##### WINDOWS

Clean dirty windows, inside and out. Remove screens that inhibit natural light and open window treatments so they fall symmetrically.

##### LIGHTS

Turn on all indoor lights and replace bulbs as necessary.

##### LIVING ROOMS

Living spaces should be well-organized and well-lit with limited accessories.

##### BEDROOMS

Ensure bedding is crisply made and accessorized with limited items on nightstands and vanities. If walk-in closets will be photographed, ensure they appear neat and organized.

## KITCHEN

Put away small kitchen appliances. Remove paper towels, cleaning products, trash cans and other visual clutter.

## BATHROOMS

Ensure bathrooms are pristine, from shower glass to tubs, sinks and faucets. Stage with crisp, light-colored towels and minimal bath accessories, such as a spa soap, candle and/or small plant.

## FIREPLACES

Ensure the firebox and hearth are clear of debris.

## EXTERIOR

- *Create a welcoming, clutter-free entrance to your home or condo with attractive lighting and seasonally appropriate planting; clear sidewalks, steps and pathways (of dirt, leaves and debris).*
- *Clean and place cushions on outdoor seating.*
- *Open patio umbrellas.*
- *Neatly stow or remove hoses.*
- *Tidy up the yard and landscaping.*
- *Sweep porches/decks.*
- *Accessorize outdoor spaces with plants or flowers (including tasteful artificial in colder months).*