



CADEY O'LEARY COLLECTION  
BRINGING YOU HOME

## Sellers: Preparing Your Home for a Professional Photo Shoot

Nearly 90% of potential home buyers review listings online as the first step in their filtering 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.

Following are guidelines to prepare your home for the photographic session:

### **Declutter, Stage and Clean**

Building off the Preparing Your Home for Market guideline that less is more, continue the decluttering and staging effort 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

### **Windows**

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

### **Lights**

Turn on all indoor lights and replace any bulbs, as necessary.

### **Living Rooms**

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

### **Bedrooms**

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



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### **Kitchen**

Put away small kitchen appliances. Remove paper towels, cleaners, trash cans, etc.

### **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)