



Preparing the Property or Business for a Photo Shoot (It takes time, start a week or more in advance)

97% of buyers begin their search on line. Statistics have proved the photos are the most important and first thing buyers look at in determining their level of interest. Research indicates if they don't like the photos, they don't look further.

Whether your home, commercial property or business is being shot for a real estate sale, magazine, brochure, website or to show off the architecture or interior design, you will want to ensure your property is "parade ready"! Here are some important and helpful tips to help you help your photographer get the most incredible photographs of your property or business.

Completing the tasks below in advance ensures you receive the maximum photography time and your property or business is shown in the best possible light.

In General:

- Thoroughly clean the house (vacuum carpets, mop floors, clean counter tops and windows)
- Replace all burned out light bulbs
- Use light bulbs of same temperature (all incandescent or all fluorescent in a room)
- Last minute:
 - Ensure drapes/curtains are uniformly positioned within each room
 - Ensure blinds are even within a room
 - Indoor trash cans are out of sight
 - Turn on all lights
 - Turn off ceiling fans
 - Laundry all put away

Exterior of Home – 1st impressions come only once:

- Lawn is mowed and raked
- Consider removing holiday decorations – it dates your listing
- Flower beds/pots are weeded and cleaned
- Trash and recycle bins are put away and out of sight
- Driveways, sidewalks, decks, porches and patios are swept and clutter removed
- Outdoor rooms are pleasingly staged (decks, patios, pool areas, etc.)
- Lawn and garden equipment is put away and out of sight including those hoses
- Garage doors closed
- Remove cars from driveway and front of home
- Last minute:
 - Turn on pool fountain/water feature
 - Ensure all pool equipment put away
 - All toys out of site
 - Umbrellas up
 - All outdoor “rooms” staged
 - Hide trash and recycle bins

Kitchen:

- Counters and other surfaces cleared of clutter
- Refrigerator is cleared of photos, papers, magnets, etc.
- Bowl of fruit or vase of flowers for island
- Last minute:
 - Clear dishes from sink
 - Trash can hidden
 - Remove towels from stove unless matching and staged
 - Store away cables and chargers

Dining Room:

- Clear table, dust and polish the table top
- Feature a centerpiece
- Straighten all chairs and space evenly
- Remove child seats and booster chairs
- Inspect drapes and blinds to ensure they are even

- Decorative table settings can be used

Living Room/Family Room:

- Remove stacks of magazines, papers, mail, etc.
- De-clutter fireplace, mantle, coffee and side tables
- Stage pillows on furniture
- Remove excess of family photos
- Remove toys
- Store away remotes, cables and chargers

Master Bedroom:

- Take special care to make bed ensuring pillow, bed skirt and comforter are evenly and pleasingly positioned
- De-clutter bedside tables
- Store away remotes, cables and chargers
- De-clutter dresser tops
- Laundry is put away
- Clothes are hung
- Walk-in closets are tidied

Children's / Guest Rooms:

- Put toys away
- De-clutter room and furniture
- Stage beds

Bathrooms:

- Clear counters of toothbrushes, toothpaste, medications, cosmetics, deodorants, etc.
- Toilet seats down
- Remove wastebaskets
- De-clutter bathtubs and showers of shampoo, loofahs, soaps, etc.
- Remove floor mats and older towels

Office:

- De-clutter desk
- Turn off computer

- Hide cables

Laundry:

- De-clutter
- Put clothes away
- Clean and clear the tops of the equipment

Pets: We all love our pets but they don't belong in these photos

- Contain and hide pets from areas to be photographed
- Hide food and water dishes, crates, beds, etc.
- Clear backyard of pet toys and waste