



## **Setting Expectations for the Real Estate Photoshoot/ Virtual Tours**

**The house should be shoot-ready when our photographer arrives.**

Although we would love to help you style/design your home, we, unfortunately, do not have the skill set required to do so. When we arrive to take photos of your property, we ask that all staging and cleaning be done prior to our arrival. To efficiently maintain our busy schedule and deliver the level of service our clients expect, we can not spend unnecessary time at the home waiting for it to be cleaned, dusted, de-cluttered, etc.

### **We Do Not:**

- Move or rearrange furniture
- Make beds, clean, dust or de-clutter
- Pick up toys or yard items
- "Photoshop" vehicles, walls, damaged walls, power lines, wall pictures, cords, etc.
- Touch personal bathroom supplies (shampoo, toothbrushes, deodorant, towels)

### **COVID 19 Standards**

For the safety of our photographers and homeowners, the following CDC guidelines will be utilized:

- All equipment will be sanitized before and after each session.

- Photographers will be wearing a mask during the session for interior hand sanitizer.
- Shoe covers will be used for interior sessions

## How Prep for Photography



### Online

**It's where buyers start**

**The majority of home buyers start their search online, so it is important to make the first impression count! Follow these tips to prepare your home for the best real estate photos possible.**

# General

## Tips for all areas in the home

- Thoroughly clean whole house (vacuum carpet, mop hard floors, clean countertops, clean windows)
- Turn all overhead lights and lamps ON
- Replace all burned out light bulbs
- Use bulbs of the same temperature (ALL incandescent or ALL compact fluorescent)
- Turn all ceiling fans OFF
- Turn all TVs OFF
- Turn all computer screens OFF
- Open blinds/window treatments to let in outside light
- Remove personal photographs (or replace with general landscape/object photographs)
- Make all beds
- Remove small floor rugs to reveal actual flooring Place all shoes/jackets in closets





## **Front Exterior**

**This is usually the first photo buyers see**

- **Close garage doors**
- **Remove cars from driveway and front of the home**
- **Clean up landscaping (mow, trim shrubs, clear leaves)**
- **Remove empty planters**
- **Use a broom to remove cobwebs from eaves and door frames**
- **Remove visible water hoses**
- **Remove toys, sports balls, basketball goals, soccer goals, etc.**

## Back Yard

The backyard should present a place to relax

- Clean porch, tidy up outdoor tables/chairs/cushions
- Pillows/cushions should be fresh, not faded
- Clear out kid's toys, balls, frisbees, etc.
- Clean pool
- Remove pool vacuum/cleaner hose
- Hide pool cleaning supplies
- Turn on pool fountains/water features
- Remove visible water hoses
- Remove trash cans



# Kitchen

Generally the focal point, the kitchen deserves attention to detail



- Clear countertops completely. No knife blocks, baking supplies, mail, etc.
- Leave out the max of one small appliance (ex. coffee maker)
- Clear outside the refrigerator of magnets, papers, photos, etc.
- Hide garbage cans in pantry or closet
- Remove dishes from the sink, place in dishwasher

# Dining Room / Table

Allow buyers to imagine a nice family meal.

- Clear table, dust, and polish the tabletop
- Use decorative place setting if available
- Feature one centerpiece such as a bouquet of flowers
- Straighten all chairs and space them evenly
- Remove child seats/booster chairs

# Living / Family Room

- Remove stacks of magazines, papers, mail, etc.
- Declutter fireplace mantel/hearth (no more than 5 items, including art)
- Clean interior of fireplace and re-paint if needed
- Fluff and arrange furniture pillows
- Remove kid's toys

# Bedrooms

- Make the bed, including decorative pillows/shams if available
- Press bed linens and bed skirts
- Clear nightstands of all personal items
- Store away phone/tablet charging cables
- Remove all clutter from top of dressers
- Remove family photos from walls
- Clean under the bed, removing items that may show in the photos

## Kid / Guest Bedroom

- Remove personalized names from walls
- Remove wall stickers/posters
- Remove diaper genies
- Clean under the bed, removing items that may show in the photos

# Bathrooms

- Clear countertops completely. No soap, toothbrushes, medications, deodorant, etc.
- Put toilet seats down
- Close closet doors
- Remove shampoo, soap, loofahs, etc. from showers and tubs
- Remove dirty towels - leave out only new, unused towels
- Remove floor mats

# Pets

- Place food and water bowls in pantry or closet
- Place pet beds/toys in pantry or closet
- Use a lint roller on furniture to remove pet hair
- Contain pets in a hidden crate or outside
- Clear back yard of pet waste/toys