



## **Preparing Your Home to be Listed and Photographed**

The key take-away when prepping for real estate photos and video is that less is more. It is always best to clear the clutter out of every room because a clean space makes rooms look larger. In addition, it may be hard for a buyer to picture themselves living in your home if too many personal photos and knick-knacks are on display. The goal is to create generic, but pleasing rooms that a potential buyer will find attractive and inviting.

It's important that all areas are thoroughly cleaned in order to remove hard water build-up, dirt or anything else that might be visible. You want to make sure that windows are spotless. Fingerprints and other marks are quite visible in photos and video.

### **Room Specific Guidelines**

#### **Kitchen**

- Clear as much as possible off counters including food, dish racks, cutting boards, and small appliances
- Put away any dishes in the sink
- Remove fridge magnets and other items off the sides and top of the fridge
- Remove dish liquids, dish towels, and cleaning products as well as garbage bins, brooms, and mops
- If possible, put out a bowl of fresh fruit or a vase of fresh flowers on the kitchen table or countertop

#### **Bathrooms**

- Clear off the countertops including toothbrushes, soaps, razors, lotions, and beauty products
- Remove garbage cans, bath mats, scales, spare toilet rolls, and toilet brushes
- Remove visible shampoo and other products from the shower/tub area
- Clean tub area and leave the shower curtain open
- Close toilet lid
- Put out fresh towels neatly folded on towel bars

#### **Bedrooms**

- Clear away clothes, shoes, laundry baskets, and make sure that nothing shows under the bed
- Remove items from bedside tables, including books, magazines, and jewelry
- Put away stuffed animals and excess toys
- Remove portable fans, heaters, and waste baskets
- Make the bed with a nice bedspread and fluffy pillows at the head of the bed

## **Dining Room**

- Arrange chairs neatly around the table
- Add a nice centerpiece such as a bowl of fresh fruit or a floral arrangement
- Organize and neatly display items that are in hutches or cabinets

## **Living/Family Rooms**

- Remove piles of newspapers and magazines
- Put away all TV/stereo remotes
- Remove excess knick-knacks and clutter
- Conceal all electric cords as best you can
- Ensure all media (DVD's, video games, etc.) are neatly organized

## **Exterior**

- Keep lawn mowed and trim trees/overgrown shrubs
- Rake up any leaves
- Sweep porch and sidewalks
- Remove all garden tools including hoses and sprinklers and store them neatly in garage or storage area
- Put away children's bikes and toys
- Move garbage and recycling bins out of sight
- If you have outdoor furniture, wipe it down and make sure that cushions look clean and nice

## **Photo/Video Day Prep**

Before your photo/video session, turn off any ceiling fans and televisions. If you have a pet, it's important to have them out of the way when the photos are taken. You will want to turn on all the lights and make sure that all light bulbs, both inside and outside, are in working order. You should also raise all window shades/blinds and hang them at the same length and in the same direction. Move any cars out of the driveway and do not park them in front of the home. Exterior shots are very important and will make an initial impression on potential buyers.

Taking the time to prep your house for photos will go a long way. If you can do the tasks noted on this list, you are going to get much better images and a lot more views by potential buyers. This, in turn, will hopefully get your home sold quicker and for more money.

