

Prepping your home to **MAXIMIZE** your photo potential

MAKE THE FIRST IMPRESSION COUNT

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 this Photo Prep Guide to prepare your home for **OPTIMAL** results!



GENERAL | *Applied to 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

EXTERIOR | *Online "Curb-Appeal" and a Relaxing Oasis!*

FRONT EXTERIOR

What Buyers will usually see first

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

BACKYARD

The backyard should be an oasis

- ☐ **Clean** porch, **tidy up** outdoor tables/chairs/cushions
- ☐ Pillows/cushions should be **fresh**, not faded. If faded, **remove**.
- ☐ **Clear out** kid's toys, balls, Frisbees, etc.
- ☐ **Clean Pool, Hide** pool cleaning supplies.
- ☐ For photos and showings, **Remove** pool vacuum/cleaner hose
- ☐ **Remove** visible water hoses
- ☐ For photos and showings, **Turn On** pool fountains water features
- ☐ **Remove** trash cans

KITCHEN

Sometimes the focal point, the kitchen deserves extra attention to detail

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

DINING ROOM TABLE

Allow Buyers to imagine a nice family meal

- ☐ **Clear** table, dust and polish the table top
- ☐ Use decorative place setting if available
- ☐ At most, feature **ONE** center piece
- ☐ Straighten **ALL** chairs and space them evenly
- ☐ **Remove** child seats/booster chairs

PETS

Pets are loving, but their presence should be minimized

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

BATHROOM

To be spa-like, must be clear of all personal items

- ☐ **Clear countertops completely.** **NO** soap, toothbrushes, medications, deodorant, etc.
- ☐ **Put toilet seats down**
- ☐ **Close** closet doors
- ☐ **Remove ALL** soap, shampoo, loofahs, etc. from showers and tubs
- ☐ Leave shower curtains **Open**.
- ☐ **Remove** dirty towels – leave out only new, unused decorative towels or none at all
- ☐ **Remove** floor mats

LIVING / FAMILY ROOM

The space to enjoy conversation and spend quality time with family

- ☐ **Remove** stacks of magazines, papers, mail, etc.
- ☐ **De-clutter** fireplace mantel/hearth (no more than 5 items, including art)
- ☐ **Clean** interior of fireplace and re-paint if needed
- ☐ **Clean** off entertainment units
- ☐ **Fluff** and **arrange** furniture pillows

BEDROOM

Rest for you and guests

MASTER BEDROOM

A goodnight rest recharges the mind and body

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

KID / GUEST ROOMS

Don't forget about guest rooms

- ☐ **Remove** personalized names from walls
- ☐ If they won't pull off the wall's paint, Remove wall stickers/posters
- ☐ **Remove** diaper genies
- ☐ **Clear** toys from the floor
- ☐ **Clean** under bed, removing items that may show in the photos

THAT'S IT!

You follow this guide to the letter and we **Guarantee** your home will draw Buyers to you.



It is important to note that the photographer may have some contradicting input during a shoot but don't fret, it's ok, they're the ones who put this list together for you! Each house has its own set of quirks and our **photographers are experts** on how to make your home look the best it can be for potential Buyers. It may seem like a lot to do but the results **speak for themselves** when Buyers compare your home to another that didn't prepare at all.