

Preparing your House for Professional Photography

Selling your home is like selling a product. It must be marketed correctly to reach a specific buyer. It's important to optimize your home for the future buyer.

The house should be photo-ready at the time of the appointment. We want the photos of your home to be the best they can be.

1 or 3 DAYS before the appointment

Interior

- Thoroughly clean whole house (vacuum carpet, mop hard floors, clean countertops, clean windows)
- Replace all burned out light bulbs
- If possible, use bulbs of the same temperature (all incandescent or all fluorescent)

Exterior

- 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.
- Clean porch, tidy up outdoor tables, chairs, cushions
- 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

1 or 3 HOURS before the appointment

Interior

- Turn all ceiling fans OFF
- Turn all TVs OFF
- Turn all computer screens OFF
- Open blinds/window treatments to let in outside light
- If possible, remove family and personal photographs (or replace with general landscape/object photographs)
- Store away phone/tablet charging cables
- Remove small floor rugs to reveal actual flooring
- Place all shoes and jackets in closets
- Close closet doors
- Turn on ALL interior lights – even lights in furniture cabinets

Bedrooms

- Make all beds, press bed linens and bed skirts

- Clear nightstands of all personal items
- Remove all clutter from top of dressers
- Clean under bed, removing items that may show in the photos

Bathrooms

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

Kitchen

- Clear kitchen countertops completely. No knife blocks, baking supplies, mail, etc.
- Leave out max of one small appliance (for example, 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

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

Pets

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

Exterior

- Remove trash cans
- Close garage doors
- Remove cars from driveway and front of home