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LUXURY REAL ESTATE PHOTOGRAPHY

APPOINTMENT PREPARATION GUIDE



WHY TAKE THE TIME TO PREP?

Prepping a listing helps to accentuate all it's positive features! When you take the time to properly prepare your listing for photos, you are ensuring that it will stand out from the crowd. Staging can demonstrate a listing's full potential as well as help buyers envision themselves in the home.

According to the Real Estate Staging Association:

Homes that are staged before entering the market sell 73% faster!





PREPPING THE BEDROOM

TIP #1

Use mirrors to your advantage. Mirrors make the room appear larger which helps potential buyers envision their own belongings in the room.

TIP #3

Keep the bed as the main focal point and stick to neutral colors as best as you can. Make sure it is made and tidy!

TIP #5

Let light in! Turn on lamps, pull back curtains and make the bedroom seem as bright as possible!

TIP #2

Declutter the room by removing unnecessary furniture, books, clothing, etc. Stage the nightstands by adding a clock, book or other small item!

TIP #4

Replace personal photos with works of art or other decorations so the potential buyer can fully envision themselves living there.

TIP #6

Add a pleasant, neutral scent that people will enjoy! A neutral scented candle will also help to create a cozy and welcoming atmosphere.



PREPPING THE BATHROOM & LAUNDRY ROOM

TIP #1

Remove all personal belongings from the countertops such as brushes, toothpaste or blow-dryers. This will help potential buyers envision owning that bathroom.

TIP #3

Add fake plants for a touch of green. This creates a calm, fresh and inviting look. It also adds a pop of color to offset any neutral colors.

TIP #5

Keep the decor simple! Use small, optional pieces of decor such as plants or wall art. You'll want to present an efficient space.

TIP #2

Invest in some fluffy white towels! Interior design experts say that towel configuration adds an undeniable appeal to a bathroom.

TIP #4

Declutter the space. Use a laundry basket to hide clothes and move it out of sight. Store away detergent and other cleaning supplies.

TIP #6

Take it a step further and make a neutral laundry room seem bright by adding colorful accents like rugs or curtains.



PREPPING THE LIVING ROOM

TIP #1

Use furniture that fits. Avoid overstuffing the room with furniture that is too big or too much furniture.

TIP #3

Create a welcoming area where people will feel relaxed. A nice rug is a great way to add some warmth and texture to the space.

TIP #5

Emphasize windows! Swap out heavy curtains for sheer ones to let light in. Hanging curtains high can make the room appear taller!

TIP #2

Keep it neutral! Avoid too many personal items, these can distract potential buyers from envisioning themselves there.

TIP #4

Dust and tidy up! Take a few minutes to dust light fixtures, ceiling fans, shelves, as well as declutter.

TIP #6

Follow the rule of threes! Whether it's on a shelf, coffee table or side table; arrange novelties in groups of three.



PREPPING THE KITCHEN

TIP #1

Clean! A deep clean goes a long way. Remove trashcans from plain sight by storing them in a pantry or closet.

TIP #3

Declutter the countertops! Countertop space is very important to a buyer. Try to keep everything out of sight.

TIP #5

Accessorize the stovetop with a pretty pot or teakettle! Make sure it is in perfect condition and not scratched or old.

TIP #2

Set your island or bar so that potential buyers can imagine themselves dining or hosting in that space.

TIP #4

Set out nice dish and hand soap on a tray. Get rid of any old or worn sponges and goopy soap containers.

TIP #6

Invest in some new tea towels. These are a great, cost-effective way to add a splash of color or pattern to the kitchen.



PREPPING THE EXTERIOR

TIP #1

Remove all cars from the driveway. Park them in the garage or down the street out of sight.

TIP #2

Remove items such as toys, garbage and recycling bins, and garden hoses from the yard. Store them out of sight.

TIP #3

Clean and trim up the landscaping. Cut grass, spread mulch and pull weeds. Sweat equity goes a long way!

TIP #4

Add a pop of color around the entryway or backyard. Consider planting annuals, like begonias, in pots for an inexpensive option.

TIP #5

Check your lighting! Solar lights or string lights can create a romantic look to the backyard or front walk. Make sure porch lights are working.

TIP #6

Polish! Clean off outdoor furniture. Check to see if the deck, driveway, or trim of the home needs to be power washed.



REMEMBER

By taking the time to **prepare** your listing for photos, you are ensuring that it will **stand out** from the crowd and receive the **best first impression** possible!

Have **questions?** We would love to help! Please feel free to give us a call regarding your appointment or if you need to **book a shoot** for your next listing.





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CHECKLIST

BEDROOM

- ☐ Use mirrors
- ☐ Declutter & stage nightstands
- ☐ Make the bed
- ☐ Remove personal items
- ☐ Let light in
- ☐ Add a neutral scent

BATH & LAUNDRY

- ☐ Clear countertops
- ☐ Invest in fluffy white towels
- ☐ Use fake plants for color
- ☐ Store laundry detergent
- ☐ Keep decor simple
- ☐ Add a colorful rug or curtain

LIVING ROOM

- ☐ Use furniture that fits
- ☐ Keep it neutra
- ☐ Add a nice rug
- ☐ Dust and tidy
- ☐ Emphasize windows
- ☐ Use rule of threes

KITCHEN

- ☐ Deep clean & remove trashcans
- ☐ Set the island or bar
- ☐ Declutter countertops
- ☐ Set out nice soaps
- ☐ Accessorize the stovetop
- ☐ Invest in new tea towels

EXTERIOR

- ☐ Remove cars from driveway
- ☐ Clear the yard
- ☐ Clean up landscaping
- ☐ Add color to entryway
- ☐ Check exterior lighting
- ☐ Powerwash driveway or deck