

Home Preparation Checklist

Great real estate photographs do not happen by accident. By taking action and following this list closely, you are not only ensuring the sale of your home, but affecting its perceived value in the eyes of the buyer which will directly dictate your final purchase price. We look forward to being a key component in the process of the sale of your home.

Prior to the photographer arriving, please do the following:

- Park all cars away from the driveway and preferably not directly in front of the home.
- Please have the front door closed at the time the photographer is expected to arrive (for shooting the front exterior)
- Turn on ALL lights in the home whether significant or insignificant before the photographer arrives.
- Please leave all lights on until the photographer is done shooting the home.
- Turn off any spinning ceiling fans so that there is no movement in the pictures.
- Make sure that all light bulbs are working and that none are burned out.
- Match all light bulbs in the same room for *color temperature* (white vs. yellow vs. blue), especially in the same light fixture!
- Wipe clean all counters, mirrors and windows.
- Ensure there are no cleaning streaks or spots on the bathroom mirrors. *(These show up in photographs!!)*
- Open all curtains and blinds (unless trying to conceal the view from that window).
- Have all blinds/curtains in the same room in a symmetrical position to one another.
- Remove all clutter from the kitchen and bathroom counters.
- Roll up any 'hanging' toilet paper rolls.
- Put down all toilet seat covers
- Remove any small rugs from kitchen and bathroom floors.
- Remove personal items from the master shower if visible.
- Neatly make all beds.
- Clear and remove any clutter from the floor.
- Put away any laundry.
- Remove or tuck away all desk or office paper clutter and piles.
- Turn off all computer screens and TV's.
- Hide or reorganize neatly any lamp, electrical, or hanging cords.
- Clear the refrigerator front and sides of any magnets, papers and pictures.
- All kitchen and dining room chairs pushed in and symmetrically spaced.
- Remove highchairs, booster chairs, playpens, or other large children's items
- Organize or remove any excess toys
- Remove any animal beds, crates, food bowls or toys.
- Furniture arranged in an inviting and spacious manner.
- Remove any 'pink elephants' that don't belong. (e.g. Treadmill in the middle of the dining room, etc.)
- Remove or store away any medical supplies or equipment.
- Remove any garbage and recycling bins (outside or inside/including removing the kitchen garbage can out of sight).
- Roll-up any garden hoses.
- Do not have any landscapers or maintenance services scheduled during the time of the photo shoot.
- Minimize or remove personal family photos or religious symbols (if possible)
- Make your agent aware of anything that you wish to not have photographed (but are unable to remove or hide) due to privacy or safety issues (e.g. guns, safes, very expensive valuables, etc.)
- Ask yourself, "Does my home show like a model?" If not, is there something else you can do to improve its visual appeal?
- Ask your agent for guidance and their opinion on the appearance of your home. Rely on their experience without being offended by their answer. They have the same goal as you – *to sell your home!!*