



## Getting Ready for Professional Real Estate Photography

This guide outlines and prioritizes the basics of getting your home ready to shoot. Consider the photo shoot as the first and most important showing of your home. The photographer represents thousands of people looking at your home on-line. The photographs syndicate to hundreds of websites and social media outlets. They are designed to capture the interest of a buyer, accurately showcase the home, and maintain MLS media compliance.

The **DO NOTS** are about residue, dust, moisture, oils and “things”. The photographer cannot shoot around boxes or wait while you move things. If it's not going to be photographed, store it in the garage, closet, or pantry.

- ✗ Don't underestimate the time this takes!
- ✗ Don't use chemicals and cleaners the day of the shoot (Windex, ammonia, bleach, etc.) or clean windows.
- ✗ Don't shock your pool the day of the shoot.
- ✗ Don't scalp your lawn, hide items in the side-yard or leave things on the curb.
- ✗ Don't touch-up paint before the shoot.
- ✗ Don't try to hide things like a stain or a foggy window fix it or flaunt it.



## The Week Before

A few weeks before your shoot complete large projects and major staging. These are things like landscaping, painting, tile work, deep cleaning, and repairs; work that needs a few days for the dust to settle or time to dry.

- Start downsizing and scaling back furniture. Arrange furniture so it doesn't block paths, views, doors and windows.
- Throw out broken and unwanted items as soon as possible.
- Water deeply, as much as you are allowed. Fertilize the yard and clean your flowerbeds.
- Start boxing up infrequently used or highly personal items. No boxes in the house.
- Deep clean fans, fixtures, walls, doors, and baseboards.
- Remove sheers, clean the blinds and sills.
- Clean carpets and tile floors. Wet carpets cause the camera lens to fog – give them time to dry!

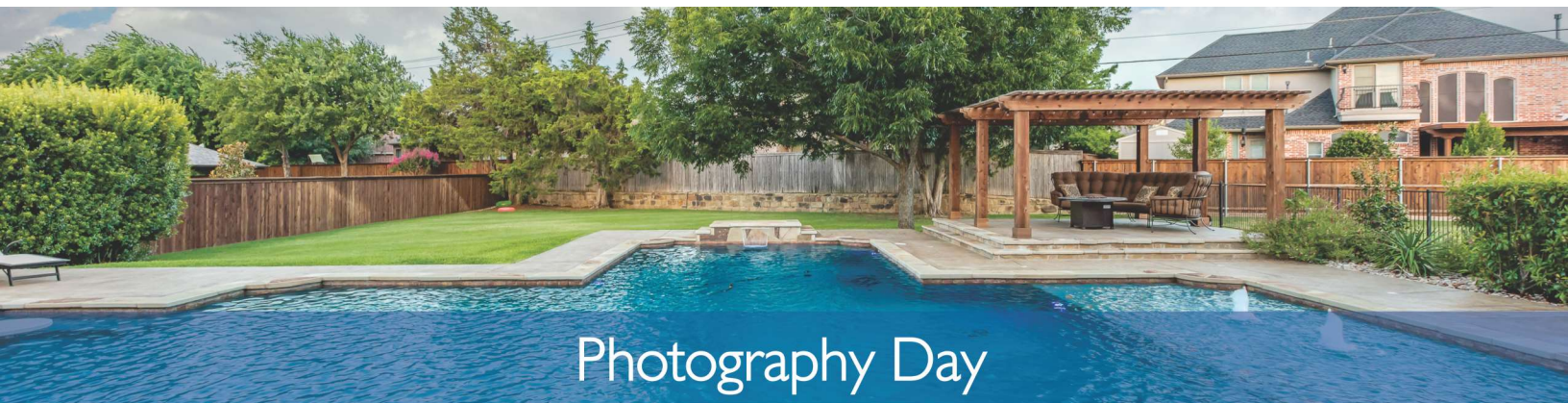




## The Day Before

The day before is reserved for cleaning, vacuuming, dusting, and planning. Work that needs a few hours for the dust to settle or to things dry. Make plans to have pets physically secured from view and kids occupied before the photographer's arrival. Schedule friends, visitors and service providers after the shoot.

- Clean windows inside and out.
- Stow away trash cans, yard signs, decorative flags, seasonal decorations, toys and pool equipment.
- Clean and arrange the outdoor furniture how you would like to have it photographed.
- Sweep decks and patios.
- Clean the pool. Remove the sweep only if don't want it in a photograph.
- Replace burnt-out light bulbs. Use same type and temperature (incandescent, florescent, etc.) in a fixture.
- Remove all rugs and mats. Small rugs make the room look smaller. Leave room defining area rugs in place.
- Clear the kitchen counter of everything: small appliances, paper towels, soap dispensers, knife holders, decorative items, absolutely everything!
- Remove all refrigerator magnets, art, and paper work.
- Clear bathroom counters, showers and tubs of hygiene items and products, cleaning items, hampers, scales, trash cans, again absolutely everything.
- Remove personal items and family photos; a few discrete wedding photos says "love lives here."
- Clean the fireplace.
- Remove air-fresheners; they say "my home smells."



## Photography Day

Photography day is the day to make the beds and tidy up rooms. Cleaning and staging is over. The photographer will merchandise the home. This aids composition, and targets what you are selling: THE HOME not its contents.

- Set the thermostat to a comfortable working temperature. Too cool - the lens fogs; too warm - the gear fails.
- Turn on the lights and turn off fans. Open all drapery, pull the blinds completely up, flaunt your view.
- Hide pet's dishes, crates, litter boxes, toys, remotes, etc.
- Move cars out of the driveway and park them away from the window's view.
- Open any patio umbrellas and remove the grill cover.

