

# In a 2019 survey 87% of Internet Buyers said Photos were Very Useful



## Yes, Pictures Matter.



Deciding to sell your home is a big deal!  
We understand. There's a lot at stake.  
That's why we take marketing so seriously.  
Today's home buyers start their search Online  
and they say photography is very important.

So, we partner with Mediamax and it's team of  
the best real estate photographers in the  
business, because ... yes, pictures matter.

*\*2019 NAR Buyer and Seller Generational Trends Survey*

# Preparing Your Home For Photography

This is your opportunity to give buyers a great first impression!

## Exterior: Front/Back



- Remove cars from driveway
- Hide trash/recycle containers
- Remove yard toys, bicycles
- Stow garden tools & supplies
- Remove seasonal decor
- Sweep walkways
- Pick up leaves/sticks/branches
- Remove all hoses
- Straighten deck furniture
- Clean pool area

## Interior: Main Areas



- Remove personal items/photos
- Remove all visible clutter
- Open shades and blinds
- Put away children's toys
- Hide pet dishes/toys/beds
- Hide waste baskets
- Vacuum carpets, sweep floors
- Turn all ceiling fans OFF
- Display attractive books
- Turn on ALL lights
- Replace burnt out bulbs
- Don't mix halogen & CFL Bulbs

## Interior: Kitchen



- Remove all refrigerator door items
- Store food in cabinets
- De-clutter counters, stove
- Stow small appliances
- Hide soaps, cleaning items
- Hide dish towels, sponges
- Clear sink of dishes
- Put away draining rack
- Organize items on open shelves
- Place bowl of fruit on counter

## Interior: Dining Room



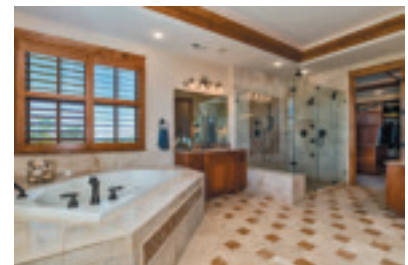
- Straighten dining chairs
- Add centerpiece, candles
- Set the table for dinner
- Add a vase of flowers
- Add a bottle of wine, glasses

## Interior: Bedrooms



- Make beds
- Straighten, smooth bed spreads
- Arrange decorative pillows
- Put away clothing, shoes
- Clean under the bed
- Clear surfaces of clutter
- Hide all electrical cords
- Remove toys, clothes, shoes

## Interior: Bathrooms



- Make the bathrooms sparkle
- Hang fresh towels
- Remove toiletries
- Clean mirrors
- Clean toilets and CLOSE lids
- Hide trash cans
- Remove cleaning items from toilet, tub and shower areas

## Tips

### 30-60 minutes before shoot time:

- Open all window blinds, shades
- Turn on all lights
- Light a few candles
- Turn on gas fireplaces
- Move pets to a secure location
- Remove vehicles from driveway and street front



Having your home properly prepared is the key to great photos.

Your appointment is part of the photographer's daily schedule that includes other photo shoots.

Sessions will vary from 30-60 minutes depending on package your agent selected.