

Moving & Cleaning What Actually Matters

Most likely you are not a professional stager, however you will be asked your opinion on what looks best when it comes to photographing a home. The best way to become confident in offering suggestions is to familiarize yourself with different styles of staging. Study images from magazines then create your own style using different techniques. Regardless, of whether you want to offer staging ideas or not, it is important to educate your clients on what tasks should be completed before the photography session.

A majority of these items should have been moved or replaced before your arrival, but some things will just need to be hidden upon arrival.

- Large canvases of wedding days, family portraits, and children should be replaced with general images. If the client is asking your opinion when you get there and they have replacements that can be switched quickly, yes; if not, leave it alone. A large canvas is better to look at than an empty wall.
- Kids toys should be removed or put in tidy bins unless it's in the child's bedroom or play area in a basement.
- High chairs, booster seats, potties, toilet stools, faucet extenders, etc need to be moved.
- Numerous counter appliances in the kitchen should be minimized to a select few that match the color of the major appliances or hardware finish.
- Minimize the number of rug mats or runners if there are a lot in one area
- Spare hangers, detergent bottles, dryer sheets should be minimized to either none or 1-2 nice looking bottles in the laundry area
- Bathroom scales, hampers, shower bottles, toiletries, etc need to be hidden
- Bath towels need to be folded nicely and clean looking
- Beds made well and clean
- TV & computer screens turned off, remotes hidden
- Pillows even, fluffed, clean, and symmetrical
- Cords should be hidden or minimized as much as possible
- Less is more in most cases!

As far as actually cleaning, homeowners will get caught up on things that take a lot of time but ultimately don't matter for photos. These tasks will matter for showings, but not the images. Look at the list below and assess the property to see if it applies then assure the homeowner that their energy would be better spent elsewhere; though they should still tackle those tasks before a showing.

Things that need to be cleaned:

- Mirrors will reflect smudges, toothpaste spots, and hard water.
- Dusty or muddy footprints on dark colored floors
- Vacant rooms with carpet look nice with the vacuum marks but they aren't needed
- Large, highly visible dust bunnies
- Crumbs on a countertop
- Windows - *ONLY* if there is a child or dog that put a lot of smudges at one level
- Mowing the grass if it's been over a week or the weeds are tall
- Cleaning off the chair once a booster seat has been moved

Things that can wait for the showing:

- Most vacuuming, unless the rugs are visibly dirty
- Majority of the windows, unless the view is paramount
- Swiffering, unless there is visible dust
- Cleaning out closets

Each listing is different, but these two lists will help get a majority of listings in shape for their photo session. A great proactive idea would be to create your own lists to add to your website, blog, social media posts, or confirmation emails to start grooming your clients on ways to ensure an effortless session.

Hey There!!



I'm happy you downloaded this guide!

I'm Jacqueline Morgan,
Real Estate & Design Photographer, Educator, Wife,
Momma to 3, and lover of Salt + Sand + Ocean Waves!

Having photographed thousands of properties, my goal is to take my experience and passion for creating a positive client experience and provide photographers with education and support to pursue their own life-changing business! I enjoy creating informational content that will supply you with the tools needed to craft *your own* positive, memorable, and efficient brand of photography.

Here's To Grand Future Projects!!

Jacqueline Morgan