

Home Preparation Guide



Overview for Homeowners & Realtors

Unless otherwise requested, these areas are NOT photographed.
Use these areas for storage.

Areas Not Photographed

- Garage
- Toilet Rooms (In Master Bathrooms)
- Closets
- Kitchen Pantry
- Storage Sheds
- Laundry Room

Realtors

DO NOT INSTALL SIGNS UNTIL AFTER PHOTO SHOOT

General Prep - applies to all rooms.

Applies to all areas in the house

- All items that do not belong to the decor class should be taken away.
- Hide clothes and shoes.
- Remove boxes, storage containers/bins, suitcases, cleaning supplies, brooms, vacuum cleaners from all spaces that will be photographed.
- Remove personal photographs or replace with general landscape/object photographs if desired, but it is not my requirement.
- Remove sports' memorabilia, collectibles or anything else that express strong personal opinion or views.
- Remove small floor rugs to reveal actual flooring.
- Remove all floor fans, space heaters, air cleaners, humidifiers, sound speakers (that can be moved without disconnecting).
- Unplug and remove all phone/ipad chargers in the entire house, tuck in all visible cords, but do not unplug any lamps.
- Hide all trash cans and close all toilet lids.
- Each room is photographed from 3 corners, do not hide anything behind or under the furniture, do not hide anything behind doors, it will be visible in photos. Hide everything into closets, laundry room or garage.



Exterior

Front Exterior

- The front of the home is usually the first picture buyers will see, and this picture will determine if they will look at additional property details.
- Close garage doors.
- Remove cars from driveway and front of home.
- Remove trash cans from front of house.
- Clean up landscaping (mow, trim shrubs, clear leaves).
- Remove empty planters.
- Use broom to remove cobwebs from eaves and door frames
- Remove visible water hoses.
- Remove toys, sports balls, basketball goals, soccer goals, etc.
- Do put American flag out if you wish.

Back Yard / Decks / Docks

- Clean porch, tidy up outdoor tables/chairs/cushions
- Pillows/cushions should be fresh, not faded
- Clear out toys, balls, frisbees, etc.
- Clean pool
- Remove pool vacuum/cleaner hose if possible
- Hide pool cleaning supplies
- Turn on pool fountains/water features
- Remove visible water hoses
- Remove trash cans
- Fishing gear should be neatly organized
- Fire pits should be lit if evening photography is being provided



Kitchen

Property for Sale:

- Clear countertops completely. No food, no knife blocks, baking supplies, no oils, no salt/pepper shakers, no mail, nothing
- Leave only a couple of small appliances and decorative pieces (ex. coffee maker, small toaster)
- Clear outside of refrigerator of magnets, papers, photos, etc. Clear off the top of the refrigerator. No food or cereal boxes on top. Use green artificial plant on top of the fridge if space allows
- Hide garbage cans in pantry or closet
- Clear in and around the kitchen sink. Remove paper towels, sponges, soaps, dish drainer
- Clean stainless steel appliances with "Weiman stainless steel wipes" and polish with dry microfiber rag to ensure there are no fingerprints or smudges

Property for Rent:

- Please do all of the above but keep items provided for renters visible on the countertops if you wish (such as coffee maker, toaster, blender, utensils, etc.)





Living Room & Family Room

- Remove stacks of magazines, papers, mail, hide remote controls, hide drink coasters etc.
- De-clutter fireplace mantel/hearth (no more than 5 items, including art)
- Do not block fireplace with furniture
- Fluff and arrange furniture pillows. Make sure that all furniture pillows/cushions are in the correct position and one cushion is not longer or taller than another
- Remove kids and pet toys. Check underneath the furniture to make sure nothing is underneath that can be visible

Bedrooms

Master Bedroom

- Make all beds with no wrinkles, do not cover pillows with the bedspread, bring pillows on top of the bedspread, sit them against the headboard, add decorative pillows and pillows with decorative shams to cover your sleeping pillows. Make sure the bedspread is large enough to hide mattress. Buy new bedding if yours is outdated, stained, has holes in it or mismatched, ask your realtor for advice on color and style.
- Clear nightstands of all personal items especially phone chargers
- Remove all clutter from tops of dressers including bottles of perfume or toiletries, leave only decorative pieces
- Clear under the beds, removing items that may show in the photos
- Add bedskirt if you can see under the bed

Kid Rooms & Guest Rooms

- Remove personalized names from walls if you wish
- Remove wall stickers/posters
- Make beds. Pay attention to bunk beds to make sure blankets or bedspreads do not overhang
- Clean under bed, removing items that may show in the photos



Bathrooms

Property for Sale:

- Clear countertops completely. No soaps, toothbrushes, medications, deodorant, etc.
- Put toilet seats down
- Close closet doors
- Remove shampoo, soaps, loofahs, razors etc. from showers and tubs
- Remove dirty towels, leave out only new, unused towels
- Remove floor mats, wipe mirror of water drops. Wipe shower doors and sinks of water drops

Property for Rent:

- Please do all of the above but keep supplies provided for renters visible if you wish



Pets

- Place food and water bowls in pantry or closet
- Place pet beds/toys in pantry or closet
- Use lint roller on furniture to remove pet hair
- Contain pets in hidden crate or outside
- Clear back yard of pet waste/toys

30 minutes prior to photographer's arrival please do the following:

- If you are present for the photo session, please move all vehicles out of the driveway, hide trashcan in the garage, do not leave it out.
- Please turn on all lights and lamps in the entire house. Please ensure all lamps are plugged in and have working lightbulbs. No need for lightbulbs of the same color temperature, any lightbulbs will work. If you are not present, photographer will turn the lights on.
- Open all light blocking curtains, turn blinds to open. Keep the windows open, photographer will close if the view outside is not pleasing.
- Turn off TVs and all ceiling fans. Turn off the music.
- Unplug all wall air fresheners, BLOW OUT ALL CANDLES (SAFETY)
- Remove or hide pets. While having animals can truly bring life to any real estate photographic session, they can also distract the viewers from focusing on the real star of the shoot- your property. Hide all pets related items, bowls, toys, beds, leashes.
- Put toilets lids down in each bathroom, hide all toiletries (especially toothbrushes), hide plungers and toilet bowl brushes, please check that you have fresh towels on towel racks, no any personal items hanging on doors, remove scales, sponges etc. Clear everything around kitchen sink that does not relate to decor, leave decorative items only.
- If there is a special circumstance, let's discuss ahead of time so we can plan accordingly.

Thank you for your understanding and cooperation!