Presentation Photo by Paul Holland

Preparing for Your Real Estate Shoot – Remember, Less is Better

Goal:

- To document your property visually both inside and out
- To create a sense of space so a buyer can picture their possessions in the premises
- To generally create a bright and warm feeling to help a potential buyer envision themselves comfortably occupying the property

Staging:

- Follow the directions of a professional stager or your real estate agent
- If staging the property yourself, following the instructions below will improve the quality of your images and increase the presence of your property

Please Note:

- It is generally best to select a time of day for the shoot where the sun falls on the most important elevation, normally the front of the property
- I do not photograph inside closets, unfinished storage areas or inside garages unless requested
- I may open closets to step in and pull the camera back
- The buyer is not there to see your possessions but rather your space

Exterior:

- Remove all vehicles from the scene (Park in the garage or down the street)
- Remove all trash and recycle bins from the scene
- Remove all non-fixed objects from the scene (Tools, toys, bicycles, hoses, non-essential articles)
- Cut the grass, trim hedges and shrubs or clear the snow from drives and walkways
- Close all windows and doors

Interior:

- Clean the entire inside and repair any visible damage
- Remove all clutter from the floors, tables, desks, counter tops, sitting areas, fridge exteriors, bulletin boards, etc. of all rooms to be photographed
- Remove floor mats and area rugs to show the floors
- Hide electrical cords and cables where possible
- Place fresh towels in the bathroom and remove the toilet paper
- Remove unnecessary furniture to create a sense of space
- Turn on all lights and ensure all bulbs are working (If possible, use incandescent or warm bulbs)
- Turn off ceiling fan blades
- Open all doors of rooms to be photographed
- Diffuse window openings with sheers or blinds half open
- Remove highly reflective or white objects that will detract from the image including those that hang on walls and if possible, remove glass from the picture frames