



LET US HELP BRIDGE THE GAP BETWEEN A LISTING AND A SALE!



PREPARING YOUR HOME FOR REAL ESTATE PHOTOGRAPHY

Making a lasting first impression is critical to expediting the sale of your home or property. Marketing and presenting your residence in a "show ready" condition attracts buyer interest, dramatically increases the number of showings and ultimately leads to a faster closing. As a seller in today's market, there are things you can do to help pave the way toward a successful sale. One of those things is to properly prepare your home for the photo session, which allows us to capture professional, elegant images that grab attention. This means the interior and exterior need to be staged and ready prior to our arrival. Follow the following simple steps to get your home or property ready for the photo session and buyer showings should soon follow.

Thank you for the opportunity to showcase your home or property - we look forward to delivering the most engaging photos, video or 3D imagery possible!

HOW LONG WILL IT TAKE?

- ✓ The amount of time will vary, depending on the size of the property. **As a general rule, prepare for about an hour.**
- ✓ Keep in mind, photographers have to work around the weather and we may have to reschedule. Outside photography, videography and aerials can't be done if it's too windy, raining or snowing!
- ✓ You will get the most out of the marketing process if the home is unoccupied during the shoot.

The photographer will be happy to walk through the home with you before they get started. However, they only will be able to make slight adjustments. Moving items from room to room is not an option while the photographer is there; everything needs to be moved ahead of time. Make sure all interior lights are on, blinds are open and ceiling fans are off in rooms that will be photographed. Please remove all cars from the driveway and do not park in front of the house. In the event your home will not be "photo ready" before the scheduled time, please arrange for your photo session to be rescheduled by 5:00pm the day before your appointment.

HAVE QUESTIONS? (907) 306-6022

AREAS OF ATTENTION

Living Areas

Remove all clutter. This includes tissue boxes, remote controls and as many personal photos and items as possible. Floors should be swept and carpets vacuumed. If large area rugs cover beautiful flooring, remove the rugs. Hide all children's toys and portable cribs. Wipe down counters and put all small appliances in cabinets. Remove magnets and photos from the refrigerator; hide sponges and soap dispensers. Don't forget to remove items from the top of the refrigerator and hide all throw rugs. Optionally, set the table with a full table setting. A bottle of wine with glasses can be a nice touch!

Bedrooms

Make all beds and hide or organize children's toys. All floors should be vacuumed or swept. Hide tissue boxes, personal items, excessive photos, remote controls, alarm clocks and phone chargers. It is important that these and all other rooms in the house feel comfortable and inviting. Make sure all lamps have bulbs and are plugged in.

Bathrooms

Hide all toiletries, such as soap dispensers, toothbrushes, and cosmetics - even the items in the shower area. Wipe down counters and remove throw rugs. Have clean folded towels in their normal areas. Please make sure any visible areas are clean. Remember, **if you can see it, so can the camera!** Hide any bathroom scales.

Outside

Have lawn at a presentable level. Roll up hoses, and have all outdoor furniture set up. Make sure trash cans are not visible. Put them in the garage or bring them to the street as far away from the front of the home as possible.