



Picture *it* Sold!

REAL ESTATE PHOTOGRAPHY

Perfect pictures attract more buyers! Use this checklist to make your home shine.

Edit, edit, edit: the fewer personal items there are in a shot, the easier it will be for viewers to imagine the space as their own. Think: *model home*.

In every room:

- Turn on all lights and lamps; replace burnt-out bulbs.
- Lower blinds and shutters completely. Tilt blinds slightly upward to let a little light in.
- Turn off ceiling fans
- Remove all clutter from floors and surfaces
- Clean windows of streaks and dirt
- Contain your pets so they don't wander into the shots
- Make sure toys and pet paraphernalia (crates, dishes, and litter boxes) are out of sight.
- Remove seasonal or holiday décor

Bathrooms:

- Remove all non-decorative items from countertops
- Hang towels straight; remove extra towels from pegs and shower stalls
- Put toilet seats down
- Remove bath rugs
- Hide all toiletries and personal products

Kitchen:

- Remove all non-decorative items from countertops and islands
- Decorative items should be tucked into corners
- Remove anything on the refrigerator
- Hide dishtowels, sponges, and dish soap
- Hide the trashcan
- Remove kitchen floor mats

Bedrooms:

- Clear all surfaces of non-decorative items (including alarm clocks)
- Make beds; straighten pillows
- Hide trashcans and diaper receptacles
- Put kid toys in storage bins

Living and Dining areas:

- Hide remote controls
- Remove any personal or non-decorative items from table tops and open shelving
- Straighten pillows and chairs

Outside:

- Remove your car from the driveway or street directly in front of the house
- Mow the lawn and mulch if necessary
- Remove all lawn equipment, debris, and trashcans from sight
- Roll up hoses; hide sprinkler attachments
- Open patio umbrella
- Remember flowers! Pretty pots by the front door go a long way to making your home look inviting

Final tips:

We usually don't shoot laundry rooms, garages, or closets, so those are good places to hide extra stuff. Also, **the photographer will not move any items or furniture**, so please have each room prepared ahead of time.

Good job, you did it! We can't wait to shoot your lovely home. Now all you have to do is sit back and watch the buyers roll in.