

Prepare Your Home For Professional Listing Photography



Source: StageCoach Home Staging



GENERAL

When in doubt, check these out

- Thoroughly clean WHOLE house
- Turn all overhead lights & lamps ON
- Use bulbs of the same light and temperature
- Turn OFF all TV's, computer screens & fans
- Remove personal photos
- Open blinds/window treatments
- Make all beds
- Remove small floor rugs
- Replace burned out bulbs
- Place shoes/jackets in closets
- Hide visible water hoses
- Clean up landscaping
- Close garage doors
- Remove empty planters
- Put away toys, sports balls, soccer goals, etc.
- Remove cars from driveway & front of home
- Clear cobwebs & leaves from door frame
- Take night shots with lights in house & landscape lights, wet down the driveway.



FRONT EXTERIOR

The front exterior photo is usually the first photo buyers see



BACK YARD

Act like you're about to throw a pool party. No one wants to see a mess

- Clean porch, tidy up outdoor tables/chairs
- Pillows/cushions should be fresh, clean
- Clear out kids toys, balls, frisbees, etc.
- Turn on pool fountains/water features
- Remove pool vacuum/cleaner hose
- Hide pool cleaning supplies
- Clean pool
- Remove visible water hoses
- Hide/Remove garbage cans
- Rake leaves & mow lawn

Hide, Clean, Remove & Simplify is the Overall Idea



Source: Chicagoland Home Staging

- Clear off counter tops completely.
- Remove hanging pots and pans
- Remove family photos from walls
- Clear outside of fridge

- Keep area above cabinets simple
- No dishes in sink
- Hide garbage cans
- Leave out one small appliance MAX

KITCHEN

Picture your favorite cooking show's kitchen.

DINING ROOM/TABLE

Allow buyers to envision a nice family meal or get-together

- Clear table, dust and polish
- Straighten all chairs & space evenly
- Use decorative place settings if available

- Remove child seats/booster chairs
- Open blinds or curtains
- Feature ONE center piece, such as a bouquet of flowers for example



Source: StageCoach Home Staging



- Fluff and arrange furniture pillows
- Remove stacks of magazines, paper, etc.
- Remove kid's toys

- De-clutter fireplace mantel
- Clean interior of fireplace and repaint if needed

LIVING/FAMILY ROOM

Think of what you see on HGTV

PETS

We LOVE our furry friends, but it is important to minimize their presence.

- Hide food & water bowls
- Put pet bed/toys away in closet
- Contain pets in hidden crate or outside

- Use lint roller to remove all pet hair
- Clear back yard of pet waste & toys

You Want Buyers to See the HOME, Not Your Stuff



Source: Cuprina Design



MASTER BEDROOM
The perfect space to recharge the body and mind

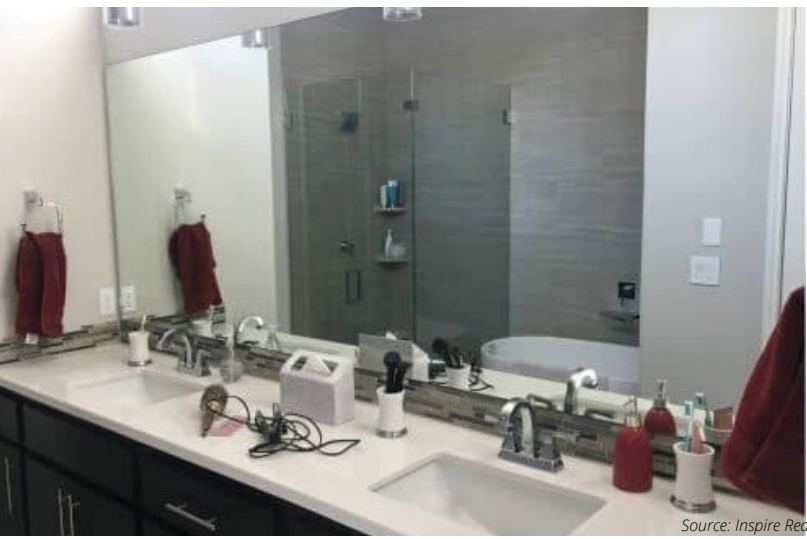
- Store away phone charging cables
- Open curtains and blinds
- Press linens and bed skirts
- Clear nightstands of personal items
- MAKE BED, include decorative pillows
- Remove all clutter from top of dressers
- Remove family photos from walls
- Clean under bed



KIDS/GUEST ROOMS

People want to imagine their family & guests in these rooms, not yours.

- Remove personalized names from walls
- Open blinds and curtains
- Remove Diaper Genies
- Clean under the bed
- Turn off the ceiling fans
- Remove wall sticker/posters



Source: Inspire Redesign Home Staging



BATHROOM
The goal is to make it as spa-like as possible.

- Clear countertops completely
- Put toilet seats down
- Remove dirty/Used towels
- Remove shampoo, soap, etc. from shower
- Close closet doors if not photographable
- Push shower curtain open towards plumbing

WHAT TO EXPECT

When the photographer arrives, the house should be clean, staged and shoot-ready.

Photographers Do not:

- Make beds, clean dust or de-clutter
- Move or re-arrange furniture
- Pick up toys or yard items
- "Photoshop out" vehicles, walls, cords, damages, power lines, pictures, etc.
- Touch personal or bathroom items