

**FIRST
IMPRESSIONS
COUNT!**



**PREPARING
YOUR HOME FOR
PHOTOGRAPHY**

SUPERB Photography Every time



The first impression any buyer will have of your property will be from the photographs you use to promote it. Top-notch photographs will attract the most interest, and help you achieve the optimal selling price. There are many techniques to help you achieve the best results.

Our aim is to provide the highest quality marketing content and the highest levels of customer service to every client, every time.



CHECK LIST

This practical, easy-to-follow Homeowners Guide for homeowners will help you identify and address common problems. Every home is unique and the following pages provide illustrated efficient solutions for every part of your property.



PREP YOUR HOME

The more you prepare your home before the photographer arrives, the better the photos are going to look. Remember, the photographers job is to make the spaces look great through the lens, not to clean up the mess. They can only do so much with a house that is cluttered, or in poor condition.



FIX IT FIRST

If you need to make improvements to your home, do the work before it goes on the market. Potential buyers are on the look out for problems so don't give them any! Even if improvements are underway, buyers may not be able to visualize how your home will look when the work is finished.

EXTERNALS

THE FIRST LOOK AT YOUR PROPERTY



Tip 1.

“CURB APPEAL MATTERS - TAKE PRIDE IN YOUR EXTERIOR AS WELL AS YOUR INTERIOR”

First impressions count! Buyers want their new home to look good inside and out. The exterior of the home is one of the first things that a buyer will see when viewing your property online. The front garden is the most important, but don't neglect the back yard either.

Your property won't look natural if it has front garden photos of a beautifully manicured lawn and flower beds, and photos of the back yard reveal a space needing extensive work.

Buyers look at it all, so you must too!

CHECKLIST

- No visible vehicles or trash cans
- Cut the grass, trim trees and overgrown shrubs, rake up leaves
- Ensure all blinds or curtains are open, hanging straight and even, and cords are neat or hidden
- Remove any garden implements (brooms, hoses, bins)
- Close all windows, to ensure a consistent look
- Snowing? Clear driveways, paths, patios & decks
- Take BBQ covers off or move BBQ out of shot
- Put umbrellas up or take out of shot
- Claim any street parking to help the Photographer take an unobstructed front façade photo

KITCHENS



THE HUB OF THE HOME - BRIGHT AND WELCOMING

Tip 2.

“BY TURNING ON YOUR LIGHTS, YOU GIVE YOUR PROPERTY AN INVITING FEEL”

Kitchen's are the hub of the home. A welcoming but unclutter environment photographs best. Clear counter tops express this feel best, so replace personal items and items you use every day with a few small plants, flowers or bottles.

Also, consider using other props in your kitchen. For example, colorful vegetables or fruit works particularly well in white or pale kitchens. De-clutter tables and benches by removing drying racks, tea towels, brushes as well as unsightly storage containers and appliances.

CHECKLIST

- Replace blown out bulbs
- Fresh fruit/props
- Turn on range hood lights
- No magnets or fridge artwork
- Remove all paperwork and clutter from surfaces
- No branded products



INTERIORS



SPACIOUS AND INVITING



Tip 3.

**“FLOWERS AND BOOKS
CAN ADD AN ELEGANT
NOTE TO ANY ROOM”**

CHECKLIST

- Straighten chairs around tables
- Fluff up pillows, straighten cushions
- Close all windows and open all sliding doors to ensure consistent look
- No personal photos or items
- De-clutter and straighten bookshelves, mantles, and shelves
- Organise coffee tables to be simple and tidy
- Hide TV remote controls
- Remove pet beds, water/food bowls, toys

We specialize in making the spaces in your property look their best, but we do not clean up or remove clutter. The more you prepare your home before we arrive, the better your photos are going to look.

Remove birthday cards, invitation cards and other personal items from mantelpieces and shelves. Bookshelves look their best when they are stocked neatly with books rather than box files.

In properties that have multiple bedrooms the smallest will often not be photographed. Use it as temporary storage for unwanted items, while your property is being photographed.

BATHS

&

BEDS

LUXURY AND FUNCTIONALITY

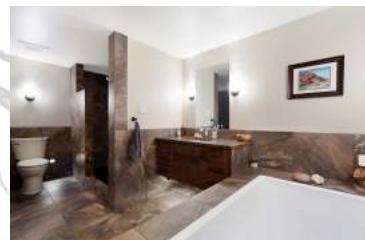
Tip 4.

**“MOVE ALL CLUTTER
OUT OF THE ROOM TO
KEEP THE SPACE AS
OPEN AS POSSIBLE”**

Dressing beds with color coordinated throws, cushions and crisp, white linen will make the room look clean and inviting. Look for ways to use complimentary colors and textures.

A small child’s bedroom can be dressed with a selection of toys but fewer is always better.

Remove all toiletries and other clutter from bathroom counter tops and shower/bath enclosures.



CHECKLIST BEDROOMS:

- Clear bed side tables
- Matching pillows and cases
- Hide personal items and clothing
- Clear floor space and remove portable fans

CHECKLIST BATHROOMS:

- Clean surfaces
- No wet towels
- No toothbrushes or toothpaste
- Quality hand wash or soap
- No shampoos and conditioners



Staging companies can charge hefty fees to de-clutter and rearrange your home, and they prepare the space using many of the simple ideas laid out here.

BEFORE AND AFTER

With a small amount of work you can achieve a similar effect, help produce better photos and generate more interest in your property

Remember, the camera sees it all! Our eyes eliminate factors in the environment but the camera captures every visible detail.



If in doubt, simplify.

ADDITIONAL SERVICES TO STAND OUT IN THE MARKET

DRONE

Drone images can show the full surroundings of a property, particularly helpful for acreages, or properties with a view.

Images taken from an elevated position reveal a property's layout, and help prospective buyers visualize the potential changes they may wish to make.



DUSK

The glow and atmosphere of dusk images will make your property stand out in advertising and on property websites. For these to work best, there should be adequate exterior and garden lighting.

