

PHOTOGRAPHY

Home Preparedness



By following these guidelines, you're setting up both your photographer and listing to have the highest success rate. If you're not properly preparing the home to list, you'll face risks of delaying the listing, needing re-shoots, and many other hurdles.

Humans are incredibly visual, especially in an age where everything is viewed on mobile devices. You are more likely to be drawn in by beautiful imagery than any other subject.

Having high quality images is they key to getting clicks.

Of course, [research shows](#) hiring a pro to do it not only helps your home sell faster, but for more money.

Ready to give your house its close-up? Before anyone snaps any images, make sure you've completed this top 10 checklist.

1. Clear the driveway

One of the first things you need to identify before beginning photography should be asking yourself, are the all cars removed from the driveway? Is the pod storage unit sitting in the yard blocking the front of the house? Have you completed all your contractor work? This all ensures we can present the newly updated home properly.

2. Use a garage for storage

Use your garage as a storage unit. We typically don't photograph garages as they are not viewed as a desirable space by most buyers. As such, it's the best place for storage. Use it to hide garbage cans, trash, or large items, and of course you can pull your car in it as well.

3. Clear outside clutter

Remove all outside clutter and put away simple things like rakes, and roll up your lawn hoses. If you have outdoor furniture, set it up nicely and prepare it to serve dinner. The curbside appeal really matters.

4. Refresh landscaping

Mow your lawn and refresh your landscaping. Beauty is in the eye of the beholder and different buyers might have different preferences, but refreshed landscaping ahead of a photographer's arrival will yield better photos and results.

5. Clear surfaces of personal items

Inside the home, clear all surfaces. If your counter tops are where you charge your phones, store messages and notes, that should all be organized and out of the way before we arrive. If not, there can be privacy issues with high-resolution photos. Leave your address book out and it will likely be legible, which is not something you want. The same is true with the refrigerator; make sure magnets with images of faces, friends and children are removed. This saves time and allows the photographer to focus on showcasing your house, rather than pulling down magnets, or photo shopping out faces

6. Tidy the bathroom

Make sure toilet seat covers in the bathroom are positioned down. This can be an unsightly area, and again, we want to be cautious of privacy issues and stowing personal items like medication, as well as toothbrushes and loofahs. Organizing these areas prevents the photographer from having to clear up people's personal bathroom items, which is not a fun process.

7. Prepare windows and lights

Our window images are really beautiful when we have all the windows sparkling clean, and the window shades and blinds opened. The same goes for lighting. It's easy to have bulbs looked at or replaced before we are there, as we take all our photos with the lights on, which makes for beautiful ambient lighting

8. Make a plan for pets

We've had birds land on our shoulders, we've seen all sorts of rodents, and we always remind clients to be cautious of pets and their belongings. Make a plan for your pets on the day of photography. Don't just lock them in a room and expect the photographer to work around a dog.

9. Clean the whole house

Complete a normal home refresh before photography such as making your bed, clearing the counter top as discussed, and taking the time to make that final pass before the photographer arrives. This gives your home an opportunity to really be ready for photos

10. Alert your neighbors

Make sure your neighbors are aware if you are listing your home and a photographer will be visiting, especially if drones will be utilized. Drones can cause tension and privacy issues, which we want to be cautious of. We've run into cases where neighbors didn't know what was happening and called the cops. Communication and awareness are key to a smooth shoot.