



The photographs taken of your home are typically the most important and influential component of the marketing plan. According to the National Association of REALTORS®, 92% of homebuyers begin their home search online and it is the photos that will either draw them into the home or dismiss it as one that does not interest them. If they are not enticed by the pictures, they will not set up a showing. We want to grab the attention of as many potential buyers as possible to encourage them to see the home in person. More showings equals more opportunities to receive an offer.

So, what can you do to prepare your house and present it in a way that will lure in buyers?

Overall Interior

- Give the house a good deep clean - floors, counters, windows, carpets/rugs, toilets, showers, tubs, etc.
- Dust everything - blinds, home decor, ceiling fans, etc.
- Replace any lightbulbs that are out
- Hide children's toys and pet stuff

Kitchen

- Clear as much as possible off counters including food, cutting boards, cooking utensils and small appliances
- Put away any dishes in the sink
- Remove fridge magnets and other items off the fridge
- Remove dish liquids, dish towels, and cleaning products as well as garbage bins, brooms, and mops

Bathrooms

- Clear off the countertops including toothbrushes, soaps, razors, lotions, and beauty products
- Remove garbage cans, bath mats, scales, spare toilet rolls, and toilet brushes
- Remove shampoo and other products from the shower/tub area
- Put out fresh towels neatly folded on towel bars

Bedrooms

- Clear away clothes, shoes, laundry baskets, and make sure that nothing shows under the bed
- Remove items from bedside tables, including books, magazines, alarm clocks and jewelry
- Remove portable fans, heaters, and waste baskets
- Make the beds



Living/Family Rooms

- Remove piles of newspapers and magazines
- Put away all TV/stereo remotes
- Remove excess knick-knacks and clutter
- Conceal all electric cords as best you can
- Fluff pillows and fold throws

Exterior

- Keep lawn mowed and trim trees/overgrown shrubs
- Rake up any leaves
- Remove snow from driveways and front paths
- Sweep porch and sidewalks
- Remove all garden tools including hoses and sprinklers and store them neatly in garage or storage area
- Put away children's bikes and toys
- Move garbage and recycling bins out of sight
- If you have outdoor furniture, wipe it down and make sure that cushions look clean and nice
- Wash any green buildup off of siding, paths, patios

Of course, every house is different and some have additional rooms such as offices, playrooms, exercise rooms, etc. If you have any of these extra rooms and would like some guidance to help prepare them, we can go over those specifically when I am at your home.

* Right Before the Photographer Arrives *

- Turn on ALL interior lights - even lamps and lights in furniture cabinets
- Turn OFF all ceiling fans
- Close toilet seats
- Check to be sure hanging mirrors, art, and photos are level
- Light fireplaces
- Open all blinds, shades, and curtains
- Clear all cars and vehicles from the driveway and the street in front of the home
- Please secure any pets away from all rooms being photographed

