

How to prepare your home for professional photography and make a direct impact & great first impression on potential buyers.

Clean, Declutter and Depersonalize

- Thoroughly clean the entire home.
- Scrub tile in the kitchen and bathrooms.
- Clean hardwood floors.
- Steam clean carpets and drapes. Consider replacing carpet if stains are prominent.
- Get rid of all dust bunnies.
- Repair cracks and holes in the walls.
- Paint interior walls with neutral colors, like beige, cream or light pastels. Pale blues and greens are good for bathrooms.
- Remove excess and over sized furniture.
- Rearrange furniture to maximize space.
- Organize room closets and store out-of-season clothes.
- Remove all small appliances, toys, magazines and pet items.
- Remove family photos, personal collections and medications.
- Remove items from the garage and store them off site.
- Secure valuable items, including cash and jewelry.

Maximize Curb Appeal

- Paint the home's exterior, including trim, doors and shutters.
- Check front door, doorbell, address number and welcome mat.
- Power wash the siding and windows.
- Inspect the roof and make repairs as needed.
- Repair cracks in the driveway and sidewalks.
- Sweep the entryway and walkways.
- Mow, water and fertilize the lawn.
- Trim shrubs and trees and rake the leaves.

- Plant colorful flowers and shrubs.
- Store any toys or equipment lying on the yard.
- Clean up pet droppings.
- Clean the gutters and downspouts.
- Park vehicles in garage or on street (not in front of property)

Pay Attention to Kitchens and Bathrooms

- Mop and wax/polish the floors.
- Clear the countertops.
- Replace outdated hardware.
- Clean appliances and fixtures.
- Clean and organize the pantry, cabinets and drawers.
- Replace old caulking around sinks and bathtubs.
- Remove stains from sinks, toilets and bathtubs.
- Keep all toilet seat lids closed.
- Hang fresh towels.

Appeal to the Senses

- Install higher wattage incandescent light bulbs to brighten rooms.
- Turn on all the lights. Turn off all ceiling fans
- Open curtains or blinds to let in natural light and show off views.
- Turn off TVs.
- Relocate pets

Show Off Your Home's Best Features

- Remove rugs to show off hardwood floors.
- Pull back drapes to showcase nice views.
- Stage the front porch or deck with furniture and potted plants.
- Make sure fireplaces are in working condition.
- Clean the backyard and pool area.

