

# point based on past experience. A TYPICAL PHOTO SHOOT WILL FOCUS ON THESE SHOTS:

The Essential
Home Sellers Photo Guide

The following checklist is provided for homeowners to help prepare for the photographer. The list is not all-inclusive but does provide a pretty good starting

#### · Exterior Front & Front Corner

- · Master bedroom and bath
- · Exterior Rear
- · Main Bath
- Main Living Area

- · All Bedrooms
- · One or Two other attractive features identified by Owner or real estate agent

## Studies have found professionally shot photos result in 61% more views!

Good pictures are crucial marketing tools for a home sale. It begins with a home professionally photographed as an important part of effective marketing. Homeowners and Realtors® depend on high-quality, high-resolution images not just to sell the home, but to sell it at a higher price, sooner.

Wall Street Journal, August 2012: "According to research from the National Association of Realtors, 98% of home buyers who searched for a home online said photos were among the most useful features of real-estate websites." And, "listings with nicer photos gain anywhere between \$934 and \$116,076."

# The goal is to enable potential buyers to project themselves into the home.

Creating high quality imagery is a team effort. Homeowners must be involved in the process if professional photographs are to do their job. It really is important. The home needs to be clean and de-cluttered though not necessarily 'sterile.'

Anything distracting from presenting the home in the best manner possible must be addressed. Religious, political, and highly personal items (e.g. family photos) should be removed. Seemingly simple things like a cat atop a refrigerator, dogs (or people) asleep on the furniture, destroy the photograph's intent.

#### STAGING LIST | INSIDE

- ☐ All light fixtures work properly
- Towels on towel bars
- ☐ Add, or remove, artwork
- □ Remove toilet covers
- ☐ Remove rugs (Unbroken floor space increases perceived square footage)
- ☐ Clean all windows, glass, counters
- Dust everything
- □ Remove cobwebs
- Curtains, fresh looking
- ☐ Open all window and door covers
  - · Let all the light in
- ☐ Refrigerator, free of magnets, kids' drawings, fingerprints
- ☐ Bedrooms, beds made, tidy

- ☐ Hide (out of sight):
  - · Trashcans
  - · Cleaning supplies
  - · Magazines
  - · Books
  - · Coffeemakers (etc.)
  - · Tissue boxes
  - · Religious items
  - · Political items
- Broken decorations
- ☐ Exposed power cords
- □ Turn OFF
  - · Ceiling fans (Keep Lights On)
  - · Computers (Screens, OFF)
  - · Televisions

# **STAGING LIST | OUTSIDE**

- ☐ All light fixtures work properly
- Turn every single light ON
- ☐ Grass, freshly cut and raked
- ☐ Clean, Swept, & Dry
  - · Driveways
  - · Sidewalks
  - · Patios
  - · Decks
  - · Staircases
- ☐ Hide (or out of sight):
  - · Trash cans
  - · Garden tools
  - · Lawn equipment
  - · Vehicles
  - · Toys (including in pool areas)
- ☐ Pool, clean, clear water

## **STAGING LIST | GENERAL**

- Vehicles
  - · Driveways clear
  - · No parking in front of home
- - · Fish in clean tank, Ok
  - · All other pets out of sight

