

PREPARE YOUR HOME FOR **REAL ESTATE PHOTOGRAPHY**

YOU'RE OFF TO A GREAT START!

Across the board, houses with professional photography sell faster and for higher selling prices than comparable houses without professional photography. This means you're off to a great start in the home selling process. Now that you have a trusted agent by your side and a real estate photography team standing by, it's time to make sure your home looks its best in the eyes of potential home buyers.

LESS (STUFF) IS MORE.

If we could choose just one piece of advice to share with home sellers, it would be this! Aside from the obvious things like furniture, only tasteful wall art and a few simple decorative items should be visible. Everything else, including all personal items, should be hidden away. We know this can seem overwhelming, especially if you're still living in your home, but rest assured you will be able to live comfortably in your home throughout this whole process.

USE THE CHECKLIST.

Take a look at our Prepare Your Home Checklist on the back of this sheet. Begin by crossing off the things that do not apply to your home. As for the rest, the more things from the list you are able to complete, the better your home will show online and in person.

THANK YOU!

We hope selling your home will be a smooth and stress free process. Thank you for allowing Brick City Real Estate Photography to take part in this with you!



HOW LONG WILL THE SHOOT TAKE?

For standard sized houses, the shoot could take anywhere from 30 minutes up to 2 hours.



WHERE SHOULD I WAIT?

The photographer may ask you to wait in one area of the house while they shoot all of the other areas, then ask you to move to another area after. If you choose to wait outside, be mindful of windows and glass doors, as you will likely be visible and may end up in the photos. This can also be an issue when putting pets outside, which is why we prefer pets to be left in the garage or taken for a walk during the shoot.



WHAT WILL BE PHOTOGRAPHED?

The photographer will shoot all areas of the home unless instructed not to. If there are areas or items in your house you do not want photographed, let your agent know ahead of time and be sure the photographer knows before they begin shooting.



WHAT IF THE HOME WON'T BE READY?

All last minute cleaning and moving items should be complete by the time the photographer arrives. Vehicles should be moved from the driveway, pet food dishes and trash cans should be hidden away and toilet lids should be closed. Items should not be left out with the intention of moving them out of the way for photos. This takes up too much time and the photographer may not have time to complete the shoot. If the house won't be ready in time, contact your agent and let them know as soon as possible. The shoot may need to be rescheduled or the house may need to be shot "as is".



PREPARE YOUR HOME CHECKLIST

Brick City
Real Estate Photography



COMPLETE AT LEAST 24 HRS BEFORE THE SHOOT:

☐ **REMOVE/REARRANGE ANY PIECES OF FURNITURE THAT ARE UNNEEDED OR TAKING UP TOO MUCH SPACE.** Too much furniture will make rooms seem smaller and less appealing.

☐ **REMOVE ANY HOME DECOR THAT LOOKS DATED OR COULD BE DEEMED OFFENSIVE.** This includes silk flower arrangements, dated window treatments, porcelain dolls, drug paraphernalia and any decor with explicit language/nudity. Also remove any personal family photos for privacy.

☐ **CLEAR THE FLOORS OF MISCELLANEOUS ITEMS THROUGHOUT THE ENTIRE HOME.** Find a place to store gym equipment, boxes, totes, toys, fold up tables/chairs, laundry baskets, and other miscellaneous items so they will be hidden from view. Only furniture, rugs, lamps and potted plants should be touching the floors.

☐ **CLEAR THE KITCHEN COUNTERTOPS AND REFRIGERATOR.** Remove stacks of papers/magazines, dishes, cases of soda/water, charging cords, small appliances and other miscellaneous items. Remove refrigerator magnets and any items from the top of the refrigerator. Only small decorative items and small appliances used daily (like a coffee maker) should be visible.

☐ **CLEAR THE BATHROOM COUNTERTOPS, TUBS AND SHOWERS.** Hide away all soap/shampoo bottles, bars of soap, loofahs, lotion bottles, perfume bottles, razors, jewelry, toilet cleaning brushes, etc. Tubs/showers should be completely empty and countertops should only have hand soap and any small decorative items.

☐ **FILL IN ANY HOLES IN THE WALLS AND TOUCH UP PAINT WHERE NEEDED**

☐ **REPLACE ANY BURNED OUT LIGHTBULBS AND LOCATE ALL FAN/LIGHT REMOTES.** We will need all lights on all fans off for the shoot.

☐ **COMPLETE ALL STANDARD HOUSE CLEANING.** Clear cobwebs, vacuum the floors, wipe down the countertops, clean the fan blades, etc.

☐ **CLEAN THE POOL AND POOL AREA.** Have the pool cleaned and pressure wash the pool deck. Hide pool cleaning supplies, pool vacuum hoses, pool toys, rafts, etc. from view.

☐ **PRESSURE WASH DRIVEWAYS AND SIDEWALKS.** Also blow or sweep away any dirt and leaves.

☐ **CLEAN UP THE YARD AND MOW THE GRASS**

COMPLETE AT LEAST 20 MIN BEFORE THE SHOOT:

☐ **MAKE SURE FLOORS, SINKS, COUNTERTOPS, NIGHTSTANDS, TABLES, SHOWERS AND TUBS ARE CLEAR FROM CLUTTER**

☐ **REMOVE ANY WET/DIRTY TOWELS AND WASH-CLOTHS FROM BATHROOMS AND KITCHEN**

☐ **CLOSE TOILET SEAT COVERS**

☐ **STRAIGHTEN BEDDING/PILLOWS IN BEDROOMS AND LIVING ROOM**

☐ **MOVE DOGS/ANIMALS INTO THE GARAGE OR TEMPORARILY REMOVE FROM THE HOME**

☐ **HIDE ALL BABY AND TODDLER ITEMS FROM KITCHEN AND LIVING ROOM.** This includes bottle racks, booster seats/high chairs, baby walkers and baby swings.

☐ **TURN OFF ALL TVS AND COMPUTER SCREENS**

☐ **NEATLY TUCK IN STOOLS AND CHAIRS**

☐ **HIDE ANY REALTY SIGNS FROM YARD AND WINDOWS**

☐ **STRAIGHTEN PATIO FURNITURE**

☐ **NEATLY ROLL UP WATERING HOSES**

☐ **STRAIGHTEN PATIO FURNITURE**

☐ **HAVE ALL VEHICLES, TRAILORS AND BOATS REMOVED FROM THE DRIVEWAY/YARD** Ideally, vehicles should be moved to the garage or across the street (not directly in front of the house).

☐ **BRING OUTDOOR GARBAGE BINS INTO THE GARAGE OR HIDE FROM VIEW**

☐ **CLOSE THE GARAGE**

☐ **HIDE ALL INTERIOR TRASH CANS FROM VIEW**

☐ **OPEN WINDOW TREATMENTS/BLINDS TO ALLOW NATURAL LIGHT IN**

☐ **TURN OFF ALL FANS**

☐ **TURN ON ALL LIGHTS, INCLUDING EXTERIOR LIGHTS**



(352) 266-5565



BRICKCITYREP.COM



BRICKCITYINFO@GMAIL.COM