

# GETTING STARTED

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".

