



# Photo Readiness Checklist

Great photos are the best way to grab the attention of a buyer as it is the **FIRST IMPRESSION!** That's why your agent is going to the extra expense and time to provide your listing with High-Dynamic Range (HDR) photographs — which provide a 'WOW' factor to your listing.

Professional photos have been proven to help sell a home faster and for more money! We have comprised just a few tips to help you get started on preparing your home!

## 1. Curb Appeal:

- a. Grass mowed?
- b. Bushes trimmer?
- c. Weeds need pulled?
- d. Driveway and walkway free of debris?
- e. Pool treated and clean? (if applicable)
- f. Yard/driveway free of toys, yard machinery, etc?

## 2. Entry and interior of home. Remember: LESS IS MORE!

- a. Declutter shelves, mantle, coffee table
- b. Kitchen and bathroom counters cleared off.
- c. Beds made, curtains hanging neatly
- d. Clothes and shoes put away (we do not photograph closets, unless large walk-in or have built-ins, so closets are a great place to hide clutter)
- e. Dog beds/kitty litter put away
- f. Remove personal photos
- g. Each room has a name and it helps to be staged as such so that buyers can envision the true capacity of your home (dining as dining, office as office, etc)
- h. Replace lightbulbs as necessary
- i. Be sure décor is generic (try to steer clear of holiday decorations during photo shoots)

## 3. Prepare these things just prior to your photography appointment:

- a. Open blinds
- b. Turn all lights on
- c. Turn fans off
- d. Move cars from driveway/front of home

\*Try to have all family and pets out of the home, just as you would for a showing, so that the photographer can move freely through the home to get every best angle. Plan for the photography appointment to take 45 mins to 2 hours.