

HOME SELLERS GUIDE TO PHOTOGRAPHY PREP



VISUAL MARKETING & DESIGN

YOUR REAL ESTATE MARKETING PARTNER

WEBSITE: www.VMDPros.com

FIRST IMPRESSIONS

According to [statista.com](https://www.statista.com), the top 15 real estate websites receive a whopping 123.05 million unique visitors per month - that's a lot of traffic!

So what does this mean? Today's buyer is shopping online and your home's first impression is through listing photography & rich media.

In our Home Sellers Guide to Photography Prep, we created a checklist for you to use as a guide to prep your home for photos, the benefits of staging your home, and things to consider when marketing your property.



OUR CHECK LIST

Prepping your home for photographs is like preparing for guests to come over - except these guests are buyers. We've created a basic checklist for you to help make the process as simple as possible. Feel free to use this guide when you are prepping your home:

MAIN LIVING AREAS



- Remove personal items and family photos from all surfaces
- Vacuum carpets and/or sweep the floors
- Open curtains and blinds to let natural light into the home
- Remove children's toys
- Make sure the lights are working (all recessed lights and lamps)
- Make sure couch pillows are propped up and straightened





MAIN LIVING AREAS

- ☑ Keep TV's and monitors off (we can always photoshop in images as an enhancement)
- ☑ Add flowers to spaces
- ☑ Set the eating areas with plates/glasses



THE KITCHEN

The heart of the home



- ☑ Declutter the counters
- ☑ Remove all items from the surface of the refrigerator - magnets, calendars, photos etc
- ☑ Remove appliances from counters - toaster ovens, microwaves (that are not built in)
- ☑ Organize shelves
- ☑ Remove floor mats and dish towels
- ☑ Hide soaps and dish washing utensils



BEDROOMS



- ☑ Make the beds & arrange pillows for decoration
- ☑ Remove personal clutter from surfaces - chargers, electronics, clutter etc
- ☑ Put clothes & shoes away



BATHROOMS

- ☑ Remove all bathmats from the floor
- ☑ Arrange the towels on the towel rack
- ☑ Clear the counters and vanities of toiletries
- ☑ Clean mirrors
- ☑ Close toilet lids
- ☑ Remove all items from the bath tub and/or shower



THE EXTERIOR OF THE PROPERTY



- ☑ Remove cars from driveway
- ☑ Add pillows and decorative items to outdoor furniture - also make sure that any umbrellas are opened
- ☑ Remove all grill and patio furniture covers
- ☑ Have your landscaper come and prep your property 1-2 days ahead of your shoot
- ☑ Put away children's toys
- ☑ Remove all signs from the front yard
- ☑ If you don't have a landscaper, then just remove any fallen sticks/branches from the ground and sweep your driveway & walkways



BENEFITS OF STAGING

A cluttered life is a cluttered mind...and clutter will cut into your bottom line.

We went through [NAR Profile of Home Staging for 2021](#) to see what sellers & buyers were saying about a home that was staged & ready to go! Below are some statistics to take into account when staging a home.



- Of Realtors polled in this guide, a total of **52% believe that staging had increased the dollar value offered** for the home. More importantly, none of the Realtors believed there was a negative impact.

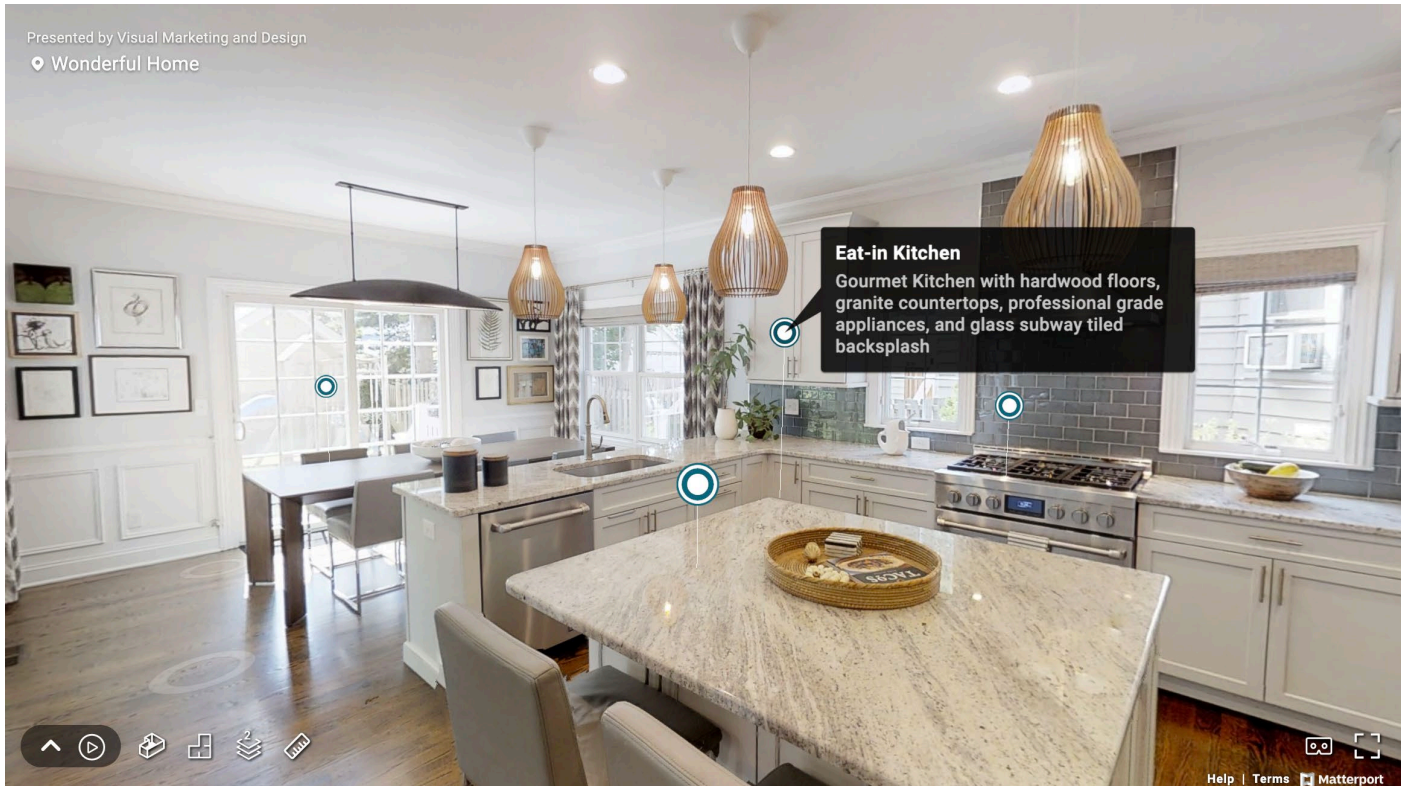


FACTS ABOUT STAGING

- The rooms deemed to be the **most important to staging a home** are the **Living Room, Primary Bedroom, Kitchen, and the Dining Room**. These are your main living areas and will have the most impact on a potential buyer
- A combined **53% of Realtors feel that staging will decrease your time on the market**. A staged home will not only yield a higher price, but it will sell at a faster rate.
- The **most common recommendation** a Realtor is going to give you when prepping your home is to **DECLUTTER**. Our checklist will help guide you through that process.



MORE TO KNOW



- Among buyer's agents, having photos (83 percent), videos (74 percent), and virtual tours (73 percent) available for their listings was more important since the start of the pandemic. ***Visual media has taken on a more prominent role in real estate marketing today.***



- ***Staging can feel overwhelming and expensive, but it doesn't have to be that way.*** The best resource for hiring a professional stager will be your local Realtor. Realtors have vetted relationships with vendors and can get you the best price for a staging consultation and/or services.

DISCUSS WITH YOUR REALTOR

As a homeowner getting ready to sell, you've seen what your neighbors are doing to market their homes. You may want to do the same or the complete opposite.



Keep in mind, all properties are unique and what works for them may not work for you. Here are the top 5 things to consider when marketing your property:

1. Be realistic about what you can do to prep your home ahead of the shoot and communicate with your Realtor. Sometimes we take on more than what we can handle. Your Realtor can advise and assist you with areas that may or may not be important for a photoshoot. Prepping a home while the photographer is there can lead to unwanted items in your photos and ultimately delay getting you to market.



2. Direction of sunlight. Believe it or not, this can matter! Sometimes harsh lighting can create shadows that are difficult for photographers to overcome. If you have landscaping in the front of your property and you notice that you have tree shadows on your front facade in the morning, ask your Realtor to book photos for mid-day or early afternoon.



3. No sun. No problem. To piggyback off of the last point, the sun is not always necessary for an amazing photoshoot. In fact, most real estate photographers prefer an overcast day. Colors are more vibrant and there are no harsh shadows in sight.

4. Ask your Realtor about getting your windows professionally cleaned. It can make such a difference in showings. Plus, dirty/damaged windows can show up in some images. Photography companies that focus on window exposure will advise their clients to have their windows wiped down in order to achieve the best results



5. Don't request too much photoshopping! This is a common problem among homeowners. While we want a home to look its best, too much photoshopping in pictures can be deceiving and cause unwanted liabilities during the sale inspection process.. If you want fixtures/features of the home to be photoshopped - like damaged shutters, paint stains, etc - then make sure you will actually make those repairs before you accept an offer on your home.

