



# WELCOME HOMEOWNERS

Prepping your home to MAXIMIZE  
photo potential

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# WHY PREP FOR PHOTOS?

-Make The First Impression Count-



## Online

It's where buyers start

The majority of home buyers start their search online. So it is important to make the first impression count! Follow these tips to prepare your home for the best real estate photos possible.

## GENERAL

-Tips for all areas of your home-

Thoroughly clean whole house (vacuum carpet, mop hard floors, clean counter tops, clean windows)  
Turn all overhead lights and lamps ON  
Replace burned out light bulbs  
Turn all ceiling fans OFF  
Turn all TVs OFF  
Turn all computer screens OFF  
Open blinds/window treatments to let in natural light  
Remove personal photographs  
Make all beds  
Remove small floor rugs to reveal actual flooring  
Place all shoes/jackets in closets.



# EXTERIOR

-Online 'curb appeal' and a relaxing oasis-

## FRONT EXTERIOR



Close garage doors

Remove cars from driveway and front of home

Clean up landscaping (mow, trim shrubs, clear leaves)

Remove empty planters

Use broom to remove cobwebs from eaves and door frames

Remove visible water hoses

Remove toys, sport balls, basketball hoops

## BACK YARD

The back yard should be an oasis to relax

Clean porch, tidy up outdoor tables chairs/cushions

Pillows/cushions should be fresh not faded

Clear out kids toys, balls, etc.

Clean Pool

Remove pool vacuum/cleaner hose

Hide pool cleaning supplies

Turn ON fountains/water features

Remove trash cans



# KITCHEN

The kitchen deserves attention to detail



Clear counter tops completely  
NO knife blocks, baking supplies, mail, etc.  
Leave out max of one small appliance  
(ex. coffee maker)  
Clear outside of refrigerator of magnets  
papers, photos, etc.  
Hide garbage cans in pantry or closet  
Remove dishes from sink, place in  
dishwasher

# DINING ROOM / TABLE

-Allow buyers to imagine a nice family meal-

Clear table, dust and polish table top  
Use decorative place setting if available  
Feature one center piece such as a  
bouquet of flowers  
Straighten all chairs and space them evenly  
Remove child seats/booster chairs



# LIVING / FAMILY ROOM

The space to spend quality time with family



Remove stacks of magazines, papers, mail, etc.  
De-clutter fireplace mantel/hearth (no more than 5 items, including art)  
Clean interior of fireplace and repaint if needed.  
Fluff and arrange furniture pillows  
Remove kids toys.

# BEDROOMS

-Rest for you and your guests-

Make bed, including decorative pillows shams  
Press bed linens and bed skirts  
Clear nightstands of all personal items  
Store away phone/tablet charging cables  
Remove family photos from walls  
Clean under bed, removing items that may show in the photos



# BATHROOMS

-To be spa like, must be clear of all personal items-



Clear counter tops completely  
NO soap, toothbrushes, medications,  
deodorant etc.  
Put toilet seats down.  
Close closet doors  
Remove shampoo, soap loofahs, etc. from  
showers and tubs.  
Remove dirty towels-leave out only new,  
unused towels  
Remove floor mats.

# PETS

-We love them but their presence  
should be minimized-

Place food and water bowls in  
pantry and closet  
Place pet beds/toys in pantry or closet  
Use lint roller on furniture to  
remove pet hair  
Contain pets in hidden crate or outside  
Clear back yard of pet waste/toys



# WHAT TO EXPECT

## -Expectation during the photo shoot-

### **The house should be shoot ready when I arrive**

Hello, I'm Rick Siegel. Owner and photographer of Rick Siegel Photography. I look forward to taking photos of your home!

I want the photos of your home or listing to be the best that they can be. This requires teamwork and cooperation that will result in an outstanding online presence when your home goes LIVE on the market!

Although I would love to help you style/design your home, I unfortunately do not possess the skill set required to do so. When I arrive to take photos of your property, I ask that all staging and cleaning be done prior to my arrival. To efficiently maintain my busy schedule and deliver the level of service my clients expect, I can not spend unnecessary time at the home waiting for it to be cleaned, dusted, de-cluttered etc.

Please review the previous sections for tips on preparing your home for real estate photography and note that I am not responsible and will not partake in any of the following duties while photographing your home;

### **I DO NOT:**

Move or re-arrange furniture

Make beds, clean, dust or de-clutter

Pick up toys or yard items

'Photoshop' vehicles, walls, damaged walls, power lines, wall pictures, cords, etc

Touch personal bathroom supplies (shampoo, toothbrushes, deodorant towels)

RICK SIEGEL

*Rick Siegel*

PHOTOGRAPHY