

McNamara & Company Residential Real Estate Appraisers

Preparing a Property for a Professional Photo Shoot

Overall Suggestions:

- Have the home clean and ready to photograph – no visual clutter anywhere
- Flowers, potted plants or fruit bowls are a nice touch for both interior and exterior
- Turn on all lights (overheads and lamps) – make sure they have same color light bulbs
- All fans are in the off position
- Open all window blinds in the rooms to be photographed (open in the same direction) to allow as much natural light as possible
- Pets should be kept out of the way and any pet dishes removed during photography
- Put away any seasonable decorations
- If the home is vacant, please make sure any alarm systems are disabled before the scheduled arrival of the photographer

Main Rooms:

- Reduce and remove clutter to help the rooms look large and clean – remove tissue boxes, remote controls and as many personal items as possible
- Conceal or hide any wires or cords behind the TV, computer or other devices
- Put away children's toys or animal toys

Kitchen/Dining Rooms:

- Remove pictures, calendars, reminders, etc., on the fridge doors, sides and top
- Wipe down and clear off the kitchen counters and de-clutter any large items
- Remove or hide all small appliances that are on counter tops
- Clean major appliances and keep the sink empty and clean
- Put away all cleaning items – sponges, brushes, paper towels, hand towels and soap dispensers
- Bowls of fresh fruit or colorful decorations are a nice touch on the counters
- Remove/hide any throw rugs
- Set the table with place settings, colorful plates, wine glasses – make it look like you're going to have a dinner party

Bathrooms:

- Clean shower and door, tub, toilet (put seat down) and all mirrors
- Have clean and folded towels on racks or shelves
- Remove all toiletries such soap dispensers, toothbrushes, shampoo bottles, razors, cosmetics, medicines etc., from the counter tops and shower or tub
- Remove any hanging door or shower racks
- Remove any throw rugs or scales

Bedrooms:

- Make up all the beds with your best linens
- Pick up any clothes or miscellaneous items from floors
- Hide any personal items such as tissues boxes, clock radios, remote controls, photos, and phone chargers
- Pick up and put away all children's toys
- Take down all wall posters and sports memorabilia
- Open window curtains and tie them back if needed
- Children's bedroom – remove any plaques, decals or personalized items that have a child's name on it
- Put away or organize any video games and other electronics

Outside Areas:

- Pick up garden hoses, tools, children's toys and sporting equipment
- Clean up all yard debris and mow the grass
- Set up outdoor furniture
- Move trash cans into garage or street so they will not be visible
- Turn on any Water Features – hot tubs, pools, fountains etc.
- Vehicles should be in garage or removed from driveway
- Replace dead plants
- Clean pool and deck of debris and clean; power wash or stain deck if needed
- Power wash the driveway to remove stains or large oil spots
- Clean or power wash the front door and porch. Paint if needed. First impressions are the last impression.

Tips:

- The laundry room and garage are great temporary hiding spots for items that need to "temporarily disappear" during the photo shoot.
- Remove anything of value that you do not want captured in a photograph – the camera sees all!
- We strongly recommend that the agent visit the property 24 hours prior to the shoot to make sure they property will be ready for photos
- If possible, ask your clients to vacate the property during the shoot. Go for a drive or run errands. This helps eliminate cars in driveway or out front, inadvertent reflections or accidentally being caught in an image through a window.

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