

MCNAMARA'S PHOTOGRAPHY PROCESS & IMPORTANT STAGING TIPS

Photoshoots typically take 30-35 minutes for most homes, provided they are properly staged and ready when the photographer arrives. Unless done so previously, we request that **listing agents** arrive at a property at least **30 minutes** prior to a scheduled shoot to walk through the property, do any final touch ups and make sure it is ready.

It is our expectation that a property be staged and 100% ready when the photographer arrives. We build about 10 minutes into the schedule for a walk through with the agent and any micro adjustments that might need to be made. All appointments are based on an allotted time and if the property is not properly prepared, it may cause the appointment to run long and possibly prevent the photographer from completing the shoot.

Reschedules/Cancellations

24-hour notice is required for an appointment to be rescheduled or cancelled. We do understand that sometimes "things" just happen beyond your control and we do our best to work with you. However, we reserve the right to charge a \$75 late cancellation fee if necessary.

Please keep in mind that when an appointment is cancelled without proper notice, the photographer does not have the opportunity to fill the slot. Additionally, one of your fellow agents may be waiting to have their property photographed.

If the appointment is not cancelled and the photographer arrives and is not able to complete the shoot due to the property not being ready, we reserve the right to charge a \$100 fee.

Following these guidelines and tips will ensure that your shoot runs smoothly and produces the highest quality images.

Top Overall Staging Tips from 2024:

Enhance Curb Appeal: Power wash siding, walkways, windows, or stain deck. Clean up edging around flowerbeds, lay fresh mulch, refresh plants/planters.

Declutter: Remove unnecessary furniture and items to make space feel more spacious and functional. Pull furniture away from walls.

Make Repairs: Prioritize small repairs (paint, grout, caulk, replace dull bath and kitchen fixtures, for example).

Embrace Natural Light and Set Great Lighting: Use natural light to make space feel inviting and spacious. Increase wattage for lamps, accent lighting, etc. (use ambient, task and accent lighting).

Use Window Treatments Wisely: Use lighter color curtains that go to floor; update blinds.

Mirrors/Pictures: Mirrors placed opposite windows can make rooms feel bigger and lighter. Don't leave too many walls blank.

Depersonalize: Pack up family photos, kids' artwork, diplomas and personal collections.

Neutralize Colors: Use neutrals like beige, white, and gray to help buyers visualize the space as their own.

Show Off Storage (kitchen and rest of home): Declutter pantry, cabinets and closets; straighten linen closets, etc. Pack up what you don't need until after the move.

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Photoshoot Preparation by Property Area

Exterior:

- Remove cars from the driveway and front of the home. Park in garage or down the street. Garage doors must remain closed.
- Hide garbage cans, hoses, and gardening tools.
- Mow the lawn and remove any leftover debris (twigs, branches, discernable weeds).
- Remove any toys or sports equipment from the lawn and driveway.
- Uncover pools and hot tubs if clean; skim leaves. We will turn on lights and hot tub jets. Please put away cleaning equipment.
- Clean and arrange outside furniture, open patio table umbrella, tidy chairs and plump cushions.
- Remove grill cover and hide utensils.
- Sweep sidewalks, driveway, patio, decks, and pool area.
- Remove all flags, hanging ornaments, and home security signs.

Interior - General

- Pets should be removed and also put away their food/water bowls.
- Put away any seasonable decorations.
- If there is an alarm system, please disable before appointment.
- Turn on **ALL** lights in the house; replace burnt out bulbs.
- Turn **ON** ceiling fan lights; please keep fan **OFF**.
- If a window has curtains, please open them. If the window has blinds, lower them but keep horizontal slats open.
- Turn all TVs and computer screens **OFF**.
- Any glass doors/windows/mirrors should be clean and free of streaks or fingerprints.

Kitchen/Dining Rooms:

- **Recommended:** Use standard dining table set up (i.e. plates, napkins, placemats, cutlery. Place bowl of fruit or low vase to add color, if possible).
- Clean off and wipe down all countertops.
- Remove appliances, knife blocks, toasters, etc. **ONE** nice, modern-looking device can stay (i.e., coffee maker or tea kettle on stove).
- Remove all items from the refrigerator (no magnets, pictures, etc.) and clean front.
- Remove throw rugs, hanging towels, cleaning products and paper towels.
- Hide garbage can, remove dishes and drain stopper from sink.
- Straighten and tidy all chairs.

Living/Family Rooms:

- Vacuum, sweep, and mop where appropriate.
- Tidy couches, fluff pillows, remove clutter from tables/desks.
- Hide remotes and unnecessary cables.
- Dust off any screens.
- Sweep wooden floors.

Bedrooms:

- Make up all the beds with your best linens and decorative pillows.
- Pick up and put away all children's toys.

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- Children's bedroom – remove any plaques, decals or personalized items that have a child's name on it and take down wall posters and sports memorabilia.
- Put away or organize any video games and other electronics.
- Remove **ALL clutter** from end tables, dressers, and nightstands.
- Store away the phone, tablets, charging cords, books, tissues, and other items.
- If possible, remove all personal photos.
- Address any clutter under the bed that may show in photos or video.
- Walk-in closets should be clean and kept.

Bathrooms:

- Have clean and folded bath or hand towels on racks or shelves.
- Hide all trash cans, plungers, or toilet scrubbers.
- Remove floor mats and **close the toilet seat**. Apply fresh roll of toilet paper.
- **Remove all hygiene and grooming products from the counter.**
- Remove **shampoos, razors, and loofahs from the shower**; clean and close the shower curtain or door. Remember to clean all mirrors.