



## **To Our Clients and Homeowners!**

### **You Only Get One Chance to Make a First Impression, Let's Make It COUNT**

A buyer's psyche is just as important when it comes to selling your home as pricing and marketing. Potential buyers must be able to see themselves living in a home – not how you live in it. While your listing photos will be the first thing any potential buyers sees, a floorplan can be a huge help with this side of the buying process.

#### **Pro Tip:**

You may want to consider hiring a Professional Home Stager to prepare your property not only for photographs but for staging your property for potential buyer showings. There is a specialized process that will make your home as appealing as possible to a wide range of people, and a Professional Home Stager can be a terrific asset to have. They can also offer consultations on how to make your home show its best online through professional real estate photography.

#### **About Your Shoot:**

Your real estate photography professional will have a specific schedule that they must follow. Time allocated will be determined by the packages and add-ons that are ordered. To make sure that the process is not altered and for you to receive the best results from your photography session, please have this list completed prior to the arrival of your photographer. Please have a designated area where you, your children and pets can be while your photo shoot is going on.

There is no time scheduled for the photographer to have to move items from room to room while they are doing your photography session, they cannot wait for the items on

this list to be completed nor can the photographer assist with the moving of furniture of any kind. Insurance reasons prohibit this kind of activity while the photographer is at your property. If you are not home and your agent or broker is not present when the photography session is completed, the photographer will turn on all lights and then turn them off when completed.

For specialty shoots such as Matterport 3D scans or 360-degree Panorama Sets for Walkthroughs, please note that those processes will take approximately 45-60 minutes per 1,000 square feet. There can be no pets or people in the house during the scanning process as movement can cause problems during the rendering of the 3D process. This checklist will also assist you in getting your property ready for these types of scans.

Please Note: Laundry Rooms, Garages, Closets or Pantry's will not be photographed unless specifically requested.

### **General Recommendations for Your Home:**

Think back to the first time you walked through your home prior to purchasing it and put your buyer's hat on. Terrific photography results start with beautifully staged spaces, so let's get started!

- ◇ Every surface should be cleaned and shiny: vacuum, mop, dust in all rooms and clean all windows.
- ◇ Turn on all lights and lamps and check for burnt out light bulbs. Make sure all lighting fixtures have the same type of light bulb; (mixing a regular light bulb with a daylight light bulb will reflect two types of illumination and will be highlighted with professional photography.)
- ◇ All blinds and shutters should be adjusted to let light in. Angle them so light shines into the living space but does not reflect the sun from each blind or shutter.
- ◇ Turn off all ceiling fan blades but make sure all ceiling fan lighting is on.
- ◇ Turn off all televisions and computer screens.
- ◇ Make sure any personal items you do not want photographed have been removed and stored in a safe location.
- ◇ Make sure all wall hangings are straight. Use of a small leveler is recommended to make sure all hanging pictures and framed decorations are straight.
- ◇ Organize your closets as best as possible.

## **Exterior Front:**

Just like your professional real estate photos, the front exterior of your home is the first impression potential customers will see, it is crucial to make sure that your home's exterior is a head turner.

- ◇ Pressure wash your house, driveway, and any sidewalks you may have.
- ◇ Improve your landscaping – Mulch, River Rock, and fresh bushes and/or foliage.
- ◇ Make any needed repairs to the front area that you can see.
- ◇ Clean your front door and put out a new welcome mat.
- ◇ Remove all empty planters and flowerpots.
- ◇ Remove all trash cans and bins.
- ◇ Neatly wrap or remove all water hoses.
- ◇ No cars, boats, RVs, or any vehicle should be in the driveway during your photography session.

## **Rear Exterior:**

- ◇ For some potential home buyers, your rear outdoor living area is just as important as your indoor living area. This is especially true if your potential home buyers have small children or pets.
- ◇ Pressure wash the rear and sides of the house, any rear porches, or decks and if equipped make sure your pool is clean, water is blue and free of debris.
- ◇ As with the front exterior make sure your rear landscaping is improved as needed – Mulch, River Rock, and fresh bushes and/or foliage as needed.
- ◇ Open all patio umbrellas and make sure all outdoor tables, chairs and lounges have fresh pillows and cushions.
- ◇ Remove all children's and pet's toys.
- ◇ Remove all trash cans and any lawn equipment you may have stored outside.
- ◇ If equipped with a pool, store all pool cleaning supplies, pool cleaners, and any pool toys that may be outside.
- ◇ Make sure to scoop your back yard if you have a pet. Besides the odor, a potential buyer may not notice that they have stepped in it. They may not notice until they walk into your home and step onto your floors or carpeting leaving an unsightly stain.

## **Living Area:**

Most of a family's time will be spent in the main living area where they will gather to relax, watch television, or even hang out by the fireplace.

The following will assist in making for that perfect family gathering area.

- ◇ Remove all personal items from tabletops, open cabinets, and open shelving. Exception to this rule would be decorative items.
- ◇ Fluff all pillows and cushions on sofas, loveseats, and chairs. Arrange all blankets and throws neatly. Arrange all decorative pillows so they are uniform and neat.
- ◇ Remove all the kids toys and portable children's furniture such as swings, playpens, etc.
- ◇ Remove all dog beds and dog toys from the living area.
- ◇ Vacuum and straighten all area rugs.
- ◇ Put away all remote controls. When we arrive if we find a remote control, we will put it away as close to the area where it was found. (We might forget to put them back.)

## **Dining Area:**

Picture your dining area during family gatherings around the holidays or special events, your dining space needs to convey how nice that would be to your potential buyers.

- ◇ Your dining table needs to be clear from debris and any place settings or place mats. Clean and polish the table surface.
- ◇ Feature one flower center piece. Center piece size should be in accordance with the size of the dining room table.
- ◇ Make sure all the chairs have been cleaned and polished. Dining room chair cushions are cleaned, and any stains have been removed.
- ◇ Make sure all your chairs are straight and evenly spaced.
- ◇ Remove and child booster seats or any infant highchairs.

## **Kitchen Area:**

Besides the indoor living area, the kitchen is probably one of the busiest rooms in your home. Now picture how you want to convey those wonderful times to a potential home buyer.

- ◇ Remove all items from the kitchen countertops. The only items that should be left in place are decorative items.
- ◇ Remove all items from the exterior of your refrigerator: (Magnets, calendars, pictures, appointment cards, etc.)
- ◇ Please put away all soaps including hand soaps, dishwashing soaps and scouring pads. Also remove all dishtowels and sponges.
- ◇ Hide trash cans.
- ◇ Remove any area rugs or kitchen floor mats.
- ◇ Make sure your sink is free of any dirty dishes and please wash and rinse the sink basin thoroughly.
- ◇ If you have a kitchen island, polish all dinette chairs you may have and make sure all kitchen countertops including the island have been thoroughly cleaned and polished.
- ◇ Make sure all cushions are clear of any stains or tears and that all chairs are straight and evenly spaced.
- ◇ Clean your sink disposal system by running it with water and a disposal cleaning product or you can use lemons to make sure there are no foul odors coming from the disposal.

## **Bedrooms:**

Your bedroom will reflect your personal taste, but you need to make it welcoming to potential home buyers. A decluttered bedroom free of mess will make for a much more appealing presentation.

- ◇ Remove all items from end tables and bedroom furniture countertops. Exceptions to this would be lamps and any decorative items you may have.
- ◇ Put all phone and tablet chargers out of sight.
- ◇ Make all the beds and make sure you have fluffed and straightened all pillows. Arrange the pillows so they are straight against the headboard. (If you like, you can angle the pillows, so they are facing towards the entry door to the bedroom.)
- ◇ Make sure all bedding is ironed and straight. It is recommended that the bedding be folded down approximately 24" from the headboard.
- ◇ Make sure that nothing can be seen that is underneath the bed.

- ◇ Make sure to hide all trash cans.
- ◇ Remove any items that may be used for small children.
- ◇ Make sure all countertops are cleaned and shiny.

### **Bathrooms:**

Clear out all personal items. Declutter all bathrooms as you would declutter all your bedrooms.

- ◇ Remove all items from bathroom countertops. This would include all soap dispensers, toothbrush holders, and vanity mirrors. (You may want to consider adding a small floral arrangement to accent the bathroom countertops.)
- ◇ All towels on towel racks should be straight and free from any stains. (There should be no towels hanging from towel hooks on the walls.)
- ◇ All toilet seats should be down.
- ◇ Remove any bath rugs that may be present.
- ◇ Empty the shower of all items, including shampoos, soaps, shower caddies, wash cloths, etc. Showers should be clear of all items.
- ◇ Shower curtains should be ironed if applicable. Shower curtains should be free from any water and stains.
- ◇ All glass shower enclosures should be cleaned from both sides.

### **Pets:**

While we may love our pets, your potential home buyers may not.

- ◇ Steam clean your furniture and carpets to remove odors and stains.
- ◇ Remove all pet carriers and crates.
- ◇ Hide all pet dishes.
- ◇ Hide all litter boxes.
- ◇ Clean up any pet waste in the backyard.
- ◇ Look for any repairs that may be needed on lower portion of doors and walls that may have been caused by your pet.
- ◇ If there is damage to any furniture from your pet, try your best to cover it with throw pillows or blankets.

## Twilight Shoots:

Having your property ready for the Magic Hour is very important. What is called the Magic Hour is the time a photographer will have to capture your property during twilight time. While it is called the Magic Hour, it is only about a 20-minute period, so everything must be just right and ready to go.

- ◇ Check that all windows that can be seen from the outside have lights on and that the curtains/blinds are open. This includes the front, sides, and rear of the house as the garage.
- ◇ Turn on all exterior lighting except for flood lights.
- ◇ Turn on all landscape and accent lighting.
- ◇ Turn on all pool lights including underwater lighting.
- ◇ All cars are to be removed from the driveway.

We recommend that the homeowner do a practice setup the night before the twilight photo shoot is scheduled. Use the above recommendations and walk the exterior of your house to make sure everything looks perfect.

Make sure to ask Central Alabama Photography and Video what time the twilight shoot will occur, this will give you a better idea as to what time you should do your practice run.