

HOMEOWNERS GUIDE: HOW TO PREPARE YOUR HOME FOR RESIDENTIAL SALES PHOTOGRAPHY

Before the photographer arrives, there are a few things you should do to prepare your home. This article covers all you need to know about preparing your home and maximising your professional photos.

The majority of home buyers start their search online, so it is important to make the first impression count. Follow our tips on preparing your home and showing it off to its best, ensuring the photos look good and increase your chances of a quicker sale at a higher price point.

GENERAL - Tips for all areas in the home

"Make That First Impression Count"

Thoroughly clean the whole house (vacuum carpet, mop hard floors, clean countertops and windows)

Turn all overhead lights and lamps on

Replace all blown lightbulbs

Turn all TV's, computer screens etc off

Open window blinds / curtains to let in outside light

Remove personal photographs

Make all beds

Remove small floor rugs to reveal natural flooring

Place all shoes / jackets in closets

FRONT EXTERIOR

"Let Buyer Image Living Here"

The front exterior is usually the first photo the buyers see online

Close garage doors

Remove cars from driveway and front of home

Clean up the garden (mow lawn, trim shrubs and clear leaves)

Remove empty planters / pots / dead plants

Use broom to remove cobwebs from eaves and door frames

Remove visible water hoses

Remove all personal items (toys, sports ball, basketball rings, soccer goals etc)

BACK GARDEN

"A Garden To Relax In"

Clean porch, tidy up outdoor tables / chairs

Pillows / cushions / throws should be fresh not faded

Clear out all kid's toys, balls, bikes etc.

Turn on fountains / water features

Use broom to remove cobwebs from eaves and door frames

Remove visible water hoses

Remove rubbish cans / wheelie bins

KITCHEN

"The Heart of The Home" - Deserves Special Attention

Clear countertops completely. Remove knife blocks, baking supplies, mail etc.

Leave out a max of one small appliance (eg. coffee maker)

Clear outside of refrigerator of magnets, papers, photos etc.

Hide waste bins in cupboards or utility room

Remove dishes from sink, place in dishwasher

Mop floors and clean down countertops

DINING ROOM / TABLE

“Allow Buyers to Imagine a Nice Family Meal”

Clear table, dust and polish the table top
Use decorative place setting if possible
Feature one centre piece such as bouquet of flowers
Straighten all chairs and space them evenly
Remove child seats / booster chairs
Remove all personal items

LIVING / FAMILY ROOM

“A Space To Enjoy & Spend Quality Time With The Family”

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

BEDROOMS

“A Place To Rest For You And Guests”

MASTER BEDROOM

“A Good Night’s Rest Recharges The Body And Mind”

Make bed, including decorative pillows / throws if available
Iron all bed linen
Clear bedside lockers of all personal items
Store away phone / tablet charging cables
Remove all clutter from top of dressers
Remove family photos from walls
Clean under bed, removing items that may show in the photos
Remove personalised names from walls
Remove wall stickers / posters
Remove baby changing units

KID / GUEST BEDROOM

Don’t forget about guest bedrooms

BATHROOMS

“To Be Spa-Like, The Bathroom Must Be Clear Of All Personal Items”

Clear countertops completely. NO soap, toothbrushes, medications, deodorant etc
Put toilet seats down
Close closet doors / cabinets
Remove shampoo, soap, sponges etc. from showers and baths
Remove dirty towels - leave out only new unused towels
Remove floor mats

PETS

“Pets Are Loving, But Their Presence Should Be Minimal”

Place food and water bowls in utility or closet
Place pet beds / toys out of sight in utility or closet
Use lint roller on furniture to remove pet hair
Clear backyard of pet waste / toy