

Preparing a Home for Lakeover Real Estate Photography

When you have your house photographed for a real estate listing both the exterior and interior of the home, including all major rooms, will be photographed. Homeowners and agents can help make the photography process go smoothly and make the home look best in the photographs by doing some preparation before the time of the shoot.

Keep these things in mind as you prepare the home for photography:

This list looks daunting, but the better the home shows in photographs to potential buyers, the more likely they will want to view it and buy it.

You are trying to show off the home's best features, a lot of "stuff" can distract from these features.

We are not photographing *your* home, we are photographing the potential new home of prospective buyers. Do not take the process personally, it is part of the business of selling a house.

High quality photography will show the home exactly as it is. Some minor flaws and dirt can be corrected in post-processing, but if you can see it with your eye, the camera will pick it up in the photographs.

If you do nothing else, do these four things:

#1 Replace all burned out light bulbs and make sure there all the same Color bulbs. Good lighting is key.

#2 Clear off counter tops in kitchen and bathrooms.

#3 Hide the clutter.(Vacuums, piles of clothes, toys, etc.)

#4 Remove vehicles from driveway/front of house.

General Prep Work:

Remove excess furnishings and knick-knacks. Large amounts of furniture and decorations do not generally photograph well and can distract from the home's features.

Pick up throw rugs and runners in entryways, kitchens, bathrooms so that the floor is seen.

Wash the windows (or have them washed).

Vacuum and/or mop the floors.

Home Exterior:

Remove all cars, boats, RVs, etc from driveway. Do not park in front of the house.

Move garbage and recycling cans out of sight.

Remove all garden tools, hoses, and clutter.

Pick up after your pets.

Mow the grass, rake up leaves and debris, pull weeds, remove dead vegetation.
Add mulch to your flower beds.
If you are feeling ambitious, plant flowers in empty planters, beds and pots.
Sweep driveways, sidewalks and patios.

Swimming Pools and Spas:

Make sure they are clean. Sweep dirt off the bottom and skim off the top debris.
Remove the cover, pool sweep, floating chlorine dispenser and pool toys.
Straighten lounge chairs, put away cleaning tools and set up patio umbrella, if you have one.

Kitchen:

Put small appliances, knife blocks and kitchen gadgets away and off the counters.
Remove photos, notes, papers, magnets from refrigerator.
Clean major appliances (refrigerator, oven, stove top, range hood, dishwasher).
Wipe down counter tops.
Don't leave any dirty dishes in the sink or sponges, dish towels, soap or the like near the sink.
Move trash cans out of site.

Bathrooms:

Clear off the counter tops, toiletries, tooth brushes, tissues, hair products (put away everything).
Remove personal care products and children's bath toys from the shower and tub.
Make sure towels are folded neatly and are straight on the towel bars.
Close the lid on the toilets.
Mirrors and shower doors should be clean.

Living and Family Room:

Remove newspapers and magazines and put away books.
Tuck the remote controls in a drawer to get them out of sight.
Conceal exposed cables and cords as best you can.
Remove clutter, personal photos, kid's toys from bookshelves, tables and floor.
Dust and vacuum. Dust can show in a photograph.
Wash any glass surfaces including table tops, cabinet doors and windows. Smudges and dirt on glass will be noticeable in the photographs.
Straighten pillows and throws.

Bedrooms:

Make the beds neatly, straighten the bed spread and pillows.
Tidy up, dust and vacuum.
Pick up and put away clothes and shoes.

Remove items from bedside tables, books, magazines, pictures, clock radios, etc.

In the kid's rooms, put excess toys out of sight, take posters and drawings off the walls and straighten up overall.