



# PROFESSIONAL PHOTOGRAPHY

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While 48% of all buyers  
found the house they  
purchased online, 95% of all  
buyers used the internet to  
search for their home

First impressions seem to matter most when it comes to dating, job interviews...and real estate listings. More than 95% of viewers looking at homes online viewed the first photo (the one that shows the exterior of the home) for a total of 20 seconds. After that, their eyes tend to flit all over the screen. You need attention grabbing material to capture and maintain interest. Hiring a professional photographer ensures that the pictures meeting buyer's online are crisp and pleasant.

*Amy*  
patterson

# PHOTOGRAPHY PREPARATION CHECKLIST

The photo session will take from one to two hours depending on the size of the home. The photographer will be photographing both the inside and outside of your home. Inside, he will be photographing all of the major rooms. He normally does not photograph closets or the garage unless there are special features. Standard photos include: front exterior, back exterior and all the major rooms such as living room, dining room, family room, kitchen, master bedroom, master bath and bedrooms. If you have special features of your home that are not obvious, please let the photographer know.

## EXTERIOR

- Close the windows
- Park on the street or in a closed garage
- Rake the yard
- Remove all children's or pet's toys
- Put away any garbage cans
- Put away all tools and supplies
- Close the gates and garage doors
- Remove all pool toys, visible cleaning supplies and equipment
- Keep the pets out of the yard during the photo shoot

## INTERIOR

- Clear the Clutter... Put it away in a closet or cabinet; don't just stick it in another room
- Clean the House... All the nooks and crannies
- Turn on all the lights and lamps
- Close the windows and open the curtains and blinds
- Hide any visible cords
- Put away all children's or pet's toys

## LIVING ROOM/FAMILY ROOM

- Clear the mantle of personal photos
- Turn off the television
- Light a fire in the fireplace
- Replace any large family portraits with generic artwork
- Straighten the book shelves
- Straighten the rug and throw pillows

## DINING ROOM

- Set the table or clear everything but a small centerpiece

## KITCHEN

- Remove all refrigerator magnets, photos, artwork, etc.
- Clear the top of the fridge
- Clear the counter tops
- Put away all appliances
- Put away all cleaning supplies
- Put away all towels including wash rags and dish towels
- Hide the garbage can in a closet or pantry
- Put away any water or food bowls for pets

## BEDROOM

- Make the bed
- Remove anything stored under the bed if there is no dust ruffle to cover it
- Put away all shoes and clothing
- Clear the bedside tables.
- Leave only the lamp, clock, and one or two books.
- Clear/ straighten the dresser
- Straighten the book shelves

## WALK-IN CLOSET

- Tidy-up the closet by organizing/ sorting clothing and shoes
- Matching hangers are a nice touch

## BATHROOM

- Open the shower curtains
- Put down the toilet seat
- Put out fresh, matching towels
- Hide all bath products from the tub/shower including bars of soap, shampoo & conditioner, washcloths, etc.
- Hide all bath products from the sink including hand soap, makeup, etc. decorative soaps can stay
- Hide all appliances including the hair drier, curling iron, etc.
- Hide all air fresheners including those that plug in
- Hide all cleaning products

## HOME OFFICE

- Hide any visible cords
- Put away all paperwork
- Hide the facial tissue

## PETS

- It is the homeowner's or agent's responsibility to keep the pets out of the shot
- Put away all toys, food and water bowls, and litter boxes

  
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