

SEVEN ROADS REAL ESTATE MEDIA

7 STEPS

TO MAKE YOUR LISTING LOOK AMAZING

Please use this as a guide to get your home ready for professional photos. Following these guidelines will help make the photography/videography session smooth and efficient. Additionally, this will help speed up the post production and editing process.

Photography sessions can last about an hour (add an additional hour if video/drone is requested).

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STEP 1

INSIDE

Turn light/lamps on, and have blinds down but open

Replace burned out light bulbs

Turn off all ceiling fans

Turn TVs and computer screens off

Remove any clutter from rooms (utilize closets to "hide" if needed)

Clear off desks and bureaus

Place all shoes and jackets in closets

Hide garbage cans



STEP 2

OUTSIDE

Mow lawn or clear all pathways of snow/ice

Remove children's toys

Remove hoses

For patio or pool furniture, set it up or remove it from the area

Put away all lawn equipment

Remove empty flower planters

Clean up landscaping (mow, trim shrubs, clear leaves)

Move all vehicles out of driveway (inside garage is ok) and front of house

Close garage doors

Fresh flowers, hanging plants, etc. help to give photos some pop

Remove trash cans



STEP 3

KITCHEN & DINING ROOM

Clear countertops completely. No knife blocks, baking supplies, mail, etc.

Leave out maximum of one small appliance (ex. coffee maker)

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

Hide garbage cans in pantry or closet

Remove dishes from sink, place in dishwasher

Clear table, dust and polish the table top

Use decorative place setting if available

Feature one center piece such as a bouquet of flowers

Straighten all chairs and space them evenly

Remove child seats/booster chairs



STEP 4

LIVING AREA

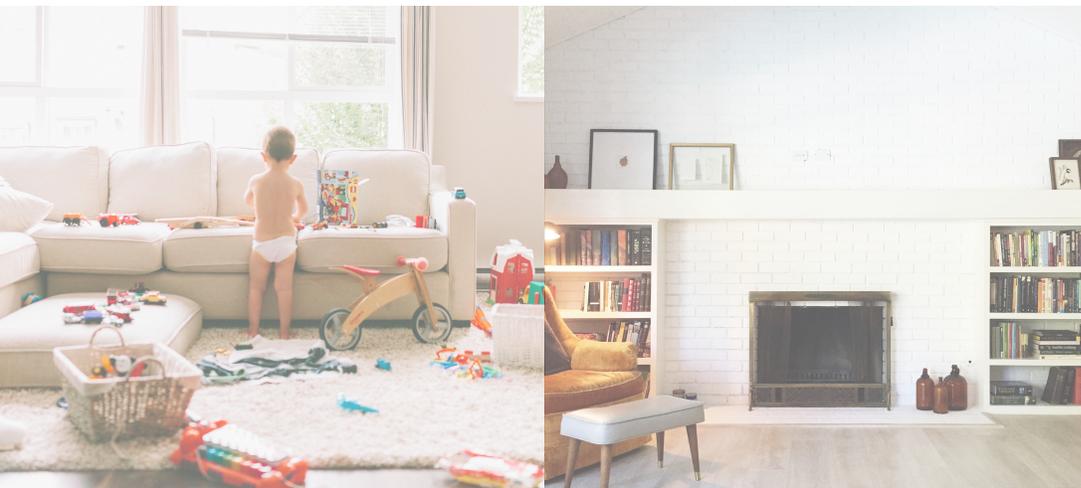
Remove stacks of magazines, papers, mail, etc.

De-clutter fireplace mantel/hearth (no more than 5 items, including art)

Clean interior of fireplace and re-paint if needed

Fluff and arrange furniture pillows

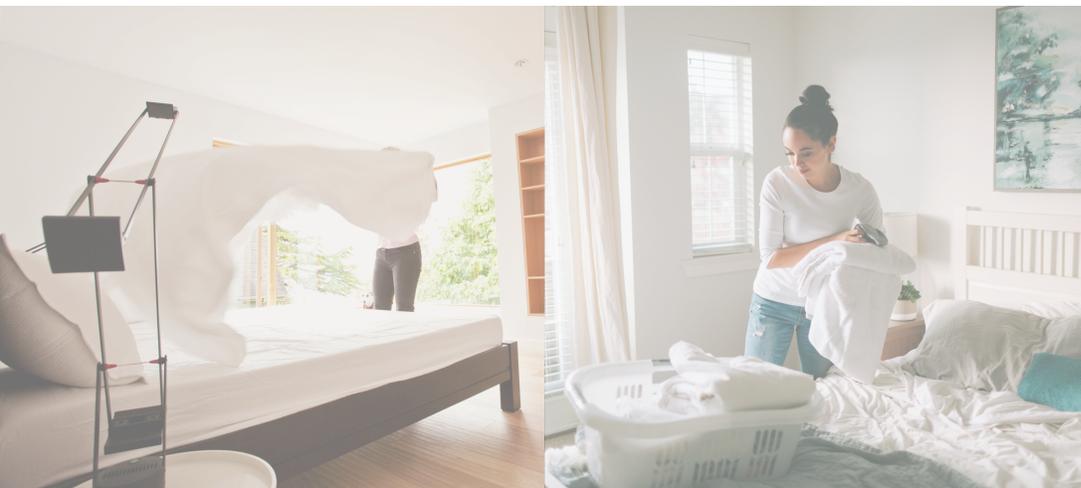
Remove kid's toys



STEP 5

BEDROOMS

- Make bed, including decorative pillows/shams if available
- Clear nightstands of all personal items
- Store away phone/tablet charging cables
- Remove all clutter from top of dressers and bureaus
- Clean under bed, removing items that may show in the photos
- Remove personalized names from walls
- Remove wall stickers/posters
- Remove diaper genies



STEP 6

BATHROOMS



Clear countertops completely. No soap, toothbrushes, medications, deodorant, etc.

Put toilet seats down

Fill toilet paper with a fresh roll

Close closet doors

Remove shampoo, soap, loofahs, etc. from showers and tubs

Remove dirty towels - leave out only new, unused towels

Remove floor mats



STEP 7

PETS

Place food and water bowls in pantry or closet

Place pet beds/toys in pantry or closet

Use lint roller on furniture to remove pet hair

Contain pets in hidden crate or outside

Clear back yard of pet waste/toys



REMINDERS

We want the photos of your home to be the best they can! Following these guidelines will help speed up the process and allow us the time to take the best pictures possible, and speed up the post production time. We ask that all staging and cleaning be complete prior to our arrival so that our photographers can spend ample time at your property before moving on to their next appointment.

Please keep in mind that we do not:

Move or rearrange furniture

De-clutter

Make beds

Move toys or yard equipment

"Photoshop" or delete damage, electrical cords, cars, etc.

Touch personal items such as bathroom supplies, etc.

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