



# Staging for Photography

## WHY PREP FOR PHOTOS? - Make The First Impression Count

The majority of home buyers start their search online, so it is important to make the first impression count! Statistics show that it doesn't matter whether the home is vacant, occupied, a fixer or a beauty – when it is staged, an average 10 percent better sales price can be expected! Follow these tips to stage your home for professional photos.

## THE MUST-DO'S - Minimum requirements for all areas in the home

- Thoroughly clean whole house (vacuum carpet, mop hard floors, clean countertops, clean mirrors, clean windows)
- Turn all overhead lights and lamps ON
- Replace all burned out light bulbs
- Use bulbs of the same temperature (ALL incandescent -warm/yellow or ALL compact fluorescent- cool/blue)
- Turn all ceiling fans OFF
- Turn all TVs OFF
- Turn all computer screens OFF
- Open window treatments and/or tilt open blinds to let in outside light
- Remove personal photographs (or replace with general landscape/object photographs)
- Make all beds
- Remove small floor rugs to reveal actual flooring
- Place all shoes, jackets, laundry in closets

## FRONT EXTERIOR - Online "curb appeal" this is usually the first photo buyers see

- Close garage doors
- Remove cars from driveway and front of home
- Clean up landscaping (mow, trim shrubs, clear leaves)
- Remove empty planters
- Use broom to remove cobwebs from eaves and door frames
- Remove visible water hoses
- Remove toys, sports balls, basketball goals, soccer goals, etc.

## BACK YARD - The back yard should be an oasis to relax

- Clean porch, tidy up outdoor tables/chairs/cushions
- Pillows/cushions should be freshened
- Clear out kid's toys, balls, frisbees, etc.
- Clean pool
- Remove pool vacuum/cleaner hose
- Hide pool cleaning supplies
- Turn on pool fountains, or any water features
- Remove visible water hoses
- Remove trash cans

## KITCHEN - Sometimes the focal point, the kitchen deserves attention to detail

- Clear countertops as much as possible. (remove mail, dirty dishes, etc)
- Limit the amount of small appliance left on counter (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
- Clean the stove
- Add a pop of color/height with a flower arrangement

## LIVING / FAMILY ROOM - The space to enjoy conversation and spend quality time w/ family

- Remove large 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
- Keep items on the coffee table/end tables to a minimum
- Hide remotes in drawers or behind pillows
- make sure TV, computer screens, gaming units, etc are turned off

## BEDROOMS - Tranquil retreats of rest for you and guests

- Make bed, including decorative pillows/shams if available
- Press bed linens and bed skirts
- Clear nightstands of all personal items

- Store away phone/tablet charging cables
- Remove all clutter from top of dressers
- Limit or remove family photos from walls and dressers
- Clean under bed, removing items that may show in the photos
- Remove personalized names from walls
- Remove wall stickers/posters (don't forget those stars on the ceiling!)
- Remove diaper genies

## BATHROOMS - spa like is the goal

- Clear countertops completely. No soap, toothbrushes, medications, deodorant, etc.
- Put toilet seats down
- Close closet doors
- Remove shampoo, soap, loofahs, etc. from showers and tubs
- Remove dirty towels - leave out only new, unused towels
- Remove floor mats
- Make sure to wipe down counter tops and mirrors- those toothpaste spots WILL show!

## PETS - they might be our best friend, but their presence should be minimized

- 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
- Place pet crates or carriers in closets or in garage
- Contain pets so they don't accidentally get in the photo- our furry friends aren't for sale too!
- Clear back yard of pet waste/toys