

The to-do list

TO PREPARE YOUR SINGLE FAMILY HOME OR CONDO
FOR THE PHOTOSHOOT (AND IDEALLY FOR ALL SHOWINGS)

GENERAL

- Meticulously clean all areas (vacuum rugs & carpets, mop hard surfaces, clean countertops, clean windows)
- Turn ON all overhead lights and lamps
- Replace all burned-out light bulbs
- Use bulbs of the same temperature (Daylight, Warm, Cool, 5500K - LED 3000 Kelvin is the temp of the year)
- Straighten all lamp shades
- Turn OFF all ceiling fans
- Turn OFF all TVs
- Turn OFF all computer screens
- Clean blinds/window treatments and open to let in natural light
- Remove all but a few personal pictures
- Stage all beds | Remove comforters if they appear lumpy | white bedding is best | add decorative pillows
- Remove all clutter | Less is More
- Gather all shoes/clothing/jackets and place in closets

EXTERIOR

- Remove all clutter | old newspapers | packages – pay particular attention to balconies, porches, yard, utility closet, mud-room and common areas if in a condo
- Close all garage doors
- Remove cars from the front of home if possible to allow for ideal facade photo
- Spruce up landscaping (mow, trim shrubs, remove leaves, plant pots to show lush flowers/green)
- Have landscaper do a clean-up if a big or messy outdoor space | make sure grass, if any, reads green
- Remove dead foliage and empty planters
- Remove trash cans
- Remove spider webs from eaves and door frames
- Remove visible water hoses
- Remove toys, playground supplies, balls,
- Remove any seasonal decor

THE KITCHEN

- Clear countertops, less is more! No mail, clutter, knife blocks, or cooking supplies
- Clean countertops, remove any stains
- Stage Kitchen counter with one small appliance, fresh fruit, a small vase of fresh flowers or greens, and maybe a cookbook
- Remove any personal effects from the area including pictures, clothing, shoes, notes, etc
- Hide all dishes, move dirty dishes to the dishwasher
- Hide all garbage cans

THE DINING TABLE

- Clear the table and remove all clutter
- Dust and polish the tabletop
- Feature one centerpiece such as a bouquet of flowers
- Straighten all chairs and space them evenly
- Remove children's chairs or high-chair seats



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THE LIVING AND FAMILY ROOM

- Remove magazines, papers, mail, etc.
- Remove clutter from fireplace mantel/hearth (no more than 3-4 items, including art)
- If the fireplace box is dingy paint inside of the box black
- In the winter, the photographer will add a fire via photoshop
- For spring through fall listings, consider birch logs, candles or nothing in the firebox
- Fluff and arrange furniture and pillows
- Remove toys, personal effects, and random clutter
- Hide TV cords

THE BEDROOMS

- Bedding should be immaculate (matching colors - white is preferred, no wrinkles, no discoloring or faded bedding)
- Edges of bedding and sheets when visible should either be tucked neatly or hung straight
- Side tables should be clutter-free and include a small vase of flowers or greens
- Pillows should be wrinkle-free, fluffed, matching and arranged neatly
- Carpet and Flooring should be freshly cleaned
- Remove all personal belongings (Pictures, clothing, electronics, clutter)
- Remove trashcans



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