
Preparing Your Home for Photos

According to the National Association of REALTORS® Profile of Home Buyers and Sellers, 84% of buyers reported photos to be the most useful information. In an increasingly technology based world, many buyers will get their first impression of your home based on the photos. Because photos are such an important key to selling your home, it is of utmost important to follow these simple guidelines. It could mean the difference between “For Sale” and “Sold!”

Inside Your Home



- Remove all unnecessary clutter throughout the home. LESS is MORE!
- Open draperies to let in natural light and turn off all ceiling fans.
- Add decorative touches such as fresh flowers and plants, but don't overdo it.
- Kitchens:
 - Remove all magnets and pictures from the refrigerator.
 - Clear all countertops.
 - Place wastebasket out of sight.
- Bedrooms:
 - Have beds neatly made and free of clutter.
 - Take down any personal items that you do not want to be photographed.
- Bathrooms:
 - Keep fresh towels in the bathroom.
 - Remove and stains from the bathtub, sinks and toilets.
 - Put the toilet seat down.
- All lights, lamps, chandeliers, closet lights and fixtures should be turned on.
- Pets: We love pets, but please put them in a safe place during the photos.

Outside Your Home

- Please clear the lawn of any tools, toys, garden hoses or other objects.
- Sweep your front walkway and clean up after pets.
- Trim the lawn as needed. Cut back any overgrowth on hedges or trees if necessary.
- In winter, please clear the walkway of ice and snow.
- Remove cars from the driveway and street.
- Display any patio furniture in an inviting manner and clean any pools or spas.
- Make sure that the trash can is put away and out of sight.