



## Preparing for a listing and virtual tour photography – Checklist

Getting your home photo ready is very important when choosing to market property online. Remember that a 360 interactive virtual tour will be like an open house 24/7, so a little time spent preparing now will certainly pay off in the end.

**What is Occupied Home Staging?** Home staging is the process of preparing the interior of your home for sale. When it comes to staging occupied homes, the process involves rearranging furniture, packing up personal items and coordinating decor accessories to make your home feel warm and inviting. It is important to highlight the unique and desirable features of your home, to de-clutter and remove unnecessary personal items and to make the interior of your home appeal to a diverse audience. A property that has been professionally staged will typically sell faster and for more money than comparable homes that have not been staged.

Our photographers will have a limited time at each location as several tours are scheduled each day, therefore it is important that the home be in the condition you want it photographed in when the photographer arrives. Please try to not schedule the photo shoot on the trash pickup day.

A virtual tour will make your property look amazing online with a little advance preparation from you. Here are some tips to get your property ready and looking its best:

### General

- Check both indoors and outdoors for clutter. Make sure everything is neat and tidy.
- Make sure all loose items throughout your home are put away. This includes personal items like cell phones, iPods, shoes, books, brief cases, jewelry, pictures, etc. Have children's toys, playpens, highchairs put in rooms that will not be shot like the laundry room. If you are going to be home, have all inside lights on. Leave venetian blinds down and turned straight to see the outside and remove any runners from the floors.
- Try not to be in the room where the photographer is photographing so you don't end up in the photo.
- Do not schedule other workers to be in the home at the same time. We just end up in each other's way and it makes it difficult for everyone to do their job appropriately.
- Make arrangements for pets. They should be kenneled or at doggie day care, so the photographer can access all areas of the home for photography.
- Have pillows properly placed, but take all throws off any chairs. Any lights that are set to a timer remove the timer and if there is a dimmer place it on full power and leave the light on. Put away remotes.

### Outdoors

- Spruce up your lawn and garden. Trim shrubbery and replace or remove dead plants if necessary.
- Yard and patio/porch should be neat and tidy. Outdoor furniture should be clean and neat.
- Mow the lawn and water if it has turned brown in the summertime.



- Clear clutter - toys, bikes, brooms, etc.
- Winter - keep the pool clear and clean.
- If desired wet the driveway before the photographer arrives so its gets darker and smooth looking. Oil leaks and stains on the concrete are less visible that way. Please keep in mind the drought restrictions. If shooting in twilight it complements any kind of interior ambient light very well.
- Remove distracting objects such as vehicles in the driveway or trash containers from the front of your home on the day of the scheduled appointment. There will be a \$35 return trip charge plus travel fee charges that will apply if our photographer is unable to capture images due to property not photo ready at the scheduled appointment time.

### Living Areas

- Remove clutter and tidy up tables, furniture and shelves.
- Move excess furniture out of the room (pet crates, tray tables, etc.). A clean, open, clutter free space is best.
- Replace burnt out light bulbs! These really stick out in the photos.
- Don't tuck things behind doors or under furniture. The camera catches it every time!

### Kitchen

- Clear any clutter from the counters. Move the basket of mail, medications, brown bananas, cooking tools (spatula, etc.), toaster, and toaster ovens (Can be placed in oven).
- Make sure dishes are put away. Don't leave them in the sink or on the drain board. Remove any wipe cloths, soaps, etc. off the sink area.
- Put away the garbage can.
- Remove all personal items off the fridge including on top.
- Remove any hand towels on oven or cabinets and dish racks.

### Dining Room

- If possible, a table setting is appropriate. Flowers and plants are fine, but not too many as that can clutter the shot.

### Bathrooms

- Close the toilet lid and empty the garbage can.
- Clean the mirror and glass surfaces. The flash really highlights those smudges and water marks.
- Hang towels neatly from the towel rack. Remove clothing from hooks or the back of the door.
- Remove all toiletry items from sink like toothbrushes, toothpaste, razors, etc.
- Pick up any wipe off rugs or toilet bibs (unless to cover floor impairment).
- For sunken tubs, whirlpool tubs, etc., remove shampoos, soaps, etc. (Closets are a good place to put items to be removed.)



## Bedrooms

- Remove all loose items off end tables and hutches including clothing, shoes, slippers, etc. We do not take pictures of closets, so items can be put in that area.

## The photographer will NOT

- Move furniture, clean or dust, pick up clutter (toys, dishes, pet beds etc.) or wait for areas to be cleaned. Photographers have several tours each day and each one deserves its full time allotment.

## The photographer will

- Make small adjustments for a better photo composition.
- Work with you to find a time that is convenient for photographing.

Be advised that it's the sales representative responsibility to arrange these activities with their clients. If the client is not ready then you may reschedule your photo shoot within 48 hours prior to scheduled appointment. If multiple rescheduling happens with the same property and failure to provide these steps, will be subject to rescheduling /reshooting fee. (Extreme weather and other situation will be taken in consideration). This is a partial list of typical items needed to be removed, but not a complete list. Inquire about questionable items.

We appreciate your cooperation!

If you have questions about your virtual tour photo shoot, feel free to email: [info@gabrielagphotography.com](mailto:info@gabrielagphotography.com) or call Gabriela at 720-212-4802. We want to work with you to make your home showcase ready online in the best possible way.

Your Agent: \_\_\_\_\_ Date: \_\_\_\_\_