



## Preparing Your Home for Real Estate Photos

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Professional photos for a home can be one of the best things you can do to help your home sell. Research has shown that homes with professional pictures sell for more money and sell faster.<sup>1</sup> Additionally, 92% of home buyers use the Internet to search for homes, and the most important feature to them in an online listing is the photos.<sup>2</sup>

Here are some tips to have your home ready for its close-up.

### Inside Your Home

- \* The #1 tip is to DECLUTTER.
- \* Hide personal effects and products, including tissue boxes, prescription medications, soaps, toothpaste and toothbrushes, shampoos and other toiletries. Consider putting them in a box under your sink or in a cabinet.
- \* Kitchens look best without a lot of appliances or knick knacks on the counter. One or two newer-looking appliances are ok (i.e. coffee maker, knife block).
- \* Tuck wastebaskets under a cabinet or in a closet.
- \* Hang fresh kitchen and bathroom towels.
- \* Remove bath mats and close toilet seats.
- \* Remove your family pictures from the room where possible, especially if they are large in size.
- \* Pick up toys! Put stuffed animals, trophies, makeup, and toys from children's' and teens' rooms and playrooms into closets.
- \* Remove dog crates and pet dishes from main living areas. Consider temporarily putting them in the garage or laundry room.
- \* Where possible, open blinds and window treatments. It's not necessary for the lights to be on in the home. We'll analyze the lighting of each room during the photo session.
- \* Need to see a visual? Look at PotteryBarn.com or other home furnishings sites or catalogs. Notice what is NOT in the picture (the aforementioned clutter, wastebaskets and personal effects). Take note of how towels and throw pillows are used to accessorize.



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### Outside Your Home

- \* Park the car(s) in the garage with the garage door closed, or park your car on the street *away* from the front of your home.
- \* Pick up toys from the yard.
- \* Open any umbrellas and take off grill covers.
- \* Consider adding some colorful flowers or plants to accessorize your back yard, front porch, etc. Remove dead plants.
- \* If you have a yard, mow the grass and trim bushes just prior to the photo session.
- \* New pine straw or mulch always enhances visual appeal of any green space.
- \* Sweep any porches or front walkways.

Need more visuals and ideas? Check out my portfolio at <http://www.CharlotteRealEstatePhotos.com>

### Questions?

Please contact your real estate agent or  
[Julie@CharlotteRealEstatePhotos.com](mailto:Julie@CharlotteRealEstatePhotos.com) or 704.287.9628

<sup>1</sup> *Wall Street Journal*, 2010

<sup>2</sup> National Association of Realtors, 2013