



TERLIER GROUP



A Simple Guide for Property Preparation

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WELCOME

T HIS IS A GUIDE TO LEAD YOU through the simple steps to prepare your property for a professional photo shoot. These steps will help ensure that your place looks picture perfect and will be showcased at its best!

Professional high quality imagery is one of most impacting marketing tactics used to present your property. When selling your property, these simple tips and tricks will help your property stand out and get buyers interested.

De-clutter, Tidy, and Clean

The less clutter you have in each room, the bigger each room will appear. The spaces will look more welcoming and appealing. Buyers will want to imagine themselves in a tidy space, not a cluttered one. Put away anything that you will not be using on a daily basis from now until when you sell your property.

Try to make everything appear over-organized. We know this sounds particular, but bathrooms look much more appealing when they aren't filled with product and bottles, kitchens look much more appealing when any visible dishes are stacked neatly and aligned. Think about how it feels to walk into a clean and fresh five-star hotel and how welcoming it feels, let's give your buyers that same feeling.

Professional photos will pick up the smallest details, such as water stains and dusty surfaces or vents. Make everything look as shiny and new as possible, and follow these tips for specific rooms in the house.





PROPERTY PREPARATION

Kitchen

- ✓ Keep new looking kitchen appliances. New items help the property look more modern and up-to-date
- ✓ Get rid of any old looking kitchen appliances
- ✓ Ensure dishes, pots, and pans are put away. If visible, make sure they are stacked neatly
- ✓ Get rid of any smaller non-functional items such as fridge magnets
- ✓ Wipe down all flat surfaces. We don't want to have any water stains, drips or spots in photos

Bathroom

- ✓ Store and hide all bottles and products
- ✓ Clean any water stains
- ✓ Put out clean, matching, and neatly folded towels
- ✓ Put the toilet seat down

Bedrooms

- ✓ Try to have neutral beddings and set the bed
- ✓ Store and hide any personal belongings that are non-decorative
- ✓ Dust off any flat surfaces

Living rooms

- ✓ Store any personal belongings that are non-decorative

Depersonalize Your Place

We want your potential buyers to see the property and imagine it being theirs. This vision is easier to create without someone's personal belongings visible in every point of the home. Also, keep in mind that these professional property photos will be published online and available for the public to see, so store your private belongings in a place that is not visible in photos.

Put away for photos:

- ✓ Family photos
- ✓ Certificates, trophies
- ✓ Children's artwork
- ✓ Shoes



PROPERTY PREPARATION

Put Away Pets Items

Having a pet as part of your family is a personal choice, but not a choice that may be made by everyone. Don't discourage any potential buyers from the sight of your pet gear, so hide the dog bed and kitty litter.

Put Away the Cords

You may have gotten used to it and will tolerate the visible cords lying around, but this makes your place look cluttered. Hide any power cords, TV cables, and any visible wires to any electronics. If you can't hide something, unplug it just for the day of the shoot.

Handyman Tasks

Many properties have small fix ups that need to be done around the home, dented walls, chipped paint, or loose baseboards. Pull out your handyman tool belt because all of these small imperfections will show up in your photos. We don't want your buyers to feel like your property was neglected, so let's start crossing off that to-do list you've been putting off.

Closets

We know this is something that you can just close the door to and look the other way, but a nice closet can be a significant selling feature for your property. Think about closets you see in catalogues, they aren't stuffed to the max. First, take out and store items you no longer wear, and put away items for a season that we're not in. With the remaining clothes, first arrange them by category. All pants together, sweaters together, coats together, etc. Next, organize them by color from darkest to lightest, this is the most visually appealing to the eyes. Last, just try to get matching hangers, and space out each item on the rack evenly.

Straighten Wall Hanging Fixtures

This includes any mirrors, artwork, and picture frames. Try to keep any artwork modern and new, and remember, stay away from personal photos.

Non-Streak Windows

We want your windows to look clear, not clouded. A good trick to avoid streaks is to take an old t-shirt and wipe over a cleaned window to get rid of any remaining streaks. Ensure that you use this trick on bathroom mirrors too.



PROPERTY PREPARATION

Lights, Camera, Action!

In this case, lights are extremely important for what we're shooting. Go around the house room-by-room and check that every light bulb is working. Replace any that need replacing. Also ensure that your light bulbs are matching. It may not be noticeable to you, but our HD cameras can pick it up and will affect the lighting in your photos.

- ✓ On the day of the shoot please turn on all lights in the house. This will save us time from having to try to search for the light switches in each room and reduce the chance that we miss some lights just because we don't even know they're there

Fireplace

Nothing makes a home feel more cozy looking than a welcoming fireplace. If you have one, ensure that it is clean for the photo shoot.

- ✓ On the day of the shoot please have it prepared for the fire to be lit.

Decorations

Take a walk through Ikea and take notice to how they make it so easy to envision living there. Accessorize your home with fresh flowers, current magazines or books on the coffee table, and candles or throw cushions. Decorate, but don't clutter, try to still keep it minimal and tidy.

Just a bit of a Green Thumb

The interior of your house should now look impressive; let's ensure that the exterior of your house is at that same level. Rake up leaves, trim the trees, and cut the grass. Store and hide any gardening tools, and wipe down patio furniture.

No One's Home

- ✓ On the day of the shoot ensure that your car is parked away from the property. Again, let's allow your potential buyers to envision the place as their new home.

Take a Tour

Put yourself in the buyers' shoes, what are the best features of the house you'd like to see in each room? When we show up at your house, we'll ask for you to take us for a tour of your home and point out the best features in each room. That way we'll know what to feature and your photos will showcase that.

Thank you for taking the
time to read through this
preparation guide.

We look forward to
showcasing your space.

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