

PREPARING YOUR HOME

PRESENTED BY

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Real Broker

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THIS GUIDE IS designed to help lead you through preparation of your property, in advance of a professional photo shoot. These simple steps ensure that your place looks picture perfect.

Professional high quality images are one of the most impactful marketing tools to present your home. When selling your property, these simple tips and tricks will help your listing stand out and get more buyers interested.

THE LESS CLUTTER

you have in each room, the larger each room appears, and spaces look more welcoming and appealing. Buyers want to imagine themselves in the home, so removing clutter creates a blank canvas for buyers to explore their vision.

Pack away anything you will not be using on a daily basis from now until you sell your property. Try to make everything appear over-organized which ensures each room looks more attractive.



CONSIDER HOW IT

feels to walk into a clean five-star hotel and how welcoming it is; let us give your buyers that same experience! Professional photos pick up the smallest details, such as water stains, dusty surfaces, or smudged mirrors and windows. It is important to make everything look as shiny and new as possible. If you lack time to tackle a top-to-bottom clean, consider hiring a professional cleaning service for the day prior to your shoot.

KITCHENS

- Conceal or dispose of old small appliances
- Ensure dishes, pots, and pans are put away
If any of them are visible, make sure they are stacked or hung neatly
- Conceal any small decorative items, such as fridge magnets
- Wipe down all flat surfaces to remove any water or food stains or drips
- Stage your island or dining table with plates, cutlery and glasses for a more inviting feel

BATHROOMS

- Store and hide all non-decorative bottles and products
- Clean any water stains from faucets, tub, shower and mirrors
- Put out clean, matching, and neatly folded towels
- Close the toilet's lid



BEDROOMS

- Try to display neutral bedding
- Make, and stage, the bed
- Store and hide personal belongings
- Dust o any flat surfaces, such as side tables or dressers
- Wipe down any mirrors or reflective surfaces and windows
- Vacuum floors and rugs



LIVING ROOMS

- Store and hide non-decorative personal belongings
- Prepare fireplace to be lit if applicable
- Tidy and organize any visible cords
- Float furniture away from walls to create sense of space

WE WANT YOUR potential buyers to see the property and imagine it being theirs. This vision is easier to create when personal belongings are not visible in every part of the home. Keep in mind that these 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.

NOT ALWAYS A PAWSITIVE...

Having a pet is a personal choice, but it is not a choice made by everyone. Seeing pet items may be discouraging to some buyers, so ensure you conceal Flu y's toys, litter, bowls, leashes and food.

CORD MANAGEMENT

You may be used to it, but visible cords make your home look cluttered and disorganized. Hide any power cords, TV cables, and any visible electronics wires. If you cannot conceal something, unplug it for the photo booking.

HONEY-DO LIST

Many properties have small issues that need to be fixed around the home: dented walls, chipped paint, or loose baseboards are just a few examples. Put on your tool belt because all of these small imperfections will show up in your photos. You do not want your buyers to feel like your home was neglected, so start tackling that to-do list.

CLOSETS

A nice closet can be a significant selling feature. Consider closets you see in magazines: they are organized, with clothing, shoes and other items well spaced out. To duplicate this look, remove and store items you no longer wear, and put away unseasonable items. Arrange the remaining items by category: all pants together, sweaters together, dresses together, etc. Next organize articles by colour from darkest to lightest since this is visually appealing to the eye. When possible, use the same hangers throughout the closet for consistency.



LIGHTS, CAMERA, ACTION

Lighting is extremely important for any photoshoot. Go room by room and check that every light bulb is working, or replace any that need it. Ensure that your light bulbs match in temperature - it may not be noticeable to you, but our cameras can pick up lighting differences. These differences can negatively impact your photos.

WALL-HUNG DECOR

Always remove personal photos, and try to keep any mirrors, artwork, and picture frames hung straight. Seek to keep artwork modern and new.

WINDOWS

Buyers want your windows to look clear, not dirty. To avoid streaks, take an old t-shirt and wipe over a cleaned window to get rid of any remaining streaks. You can also use this trick on your bathroom mirror too!

DECORATIONS

Walk through IKEA and notice how they make it so easy to envision living there with expert staging. Create a similar look: accessorize your home with fresh flowers, current magazines or books on the coffee table, and candles or throw cushions. Decorate, but don't clutter.





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. Hide your garbage and recycle bins in the garage. Rake up the 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 date of the shoot, ensure that your car is parked away from the property. This helps your potential buyers envision the place as their new home.

TAKE A TOUR

Put yourself in the buyer's shoes; what are the best features of the house you 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 will best understand what to showcase with the photos.

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