

HOW TO PRESENT

YOUR HOME

— AT ITS BEST!

A CHECKLIST TO PREPARE FOR THE PHOTOSHOOT.



— First Impression Is Key!



A buyer's first impression of your home is created by photos, meaning it is essential they are appealing and memorable.

By creating the perfect scene for the photoshoot and bringing out the best qualities in your home, it is easier for buyers to envisage how their life would be like living there and help form that emotional connection with your home over the next one.

This checklist will help prepare your home for the photoshoot and make sure it looks its best from the moment it goes onto the market.

Some Things to Consider



Before you go through room by room and set the scene for the photoshoot, here are some things to consider for your home overall.

Less is more

Besides making sure every area is clean and hiding everyday items that can make rooms look cluttered and messy, decide what other objects (including furniture) can be removed, or alternatively placed to make rooms look spacious and inviting.

Make the buyer feel at home

By setting aside personal items such as photographs of loved ones or hiding traces of pets, this adds an element of neutrality to your home where buyers aren't influenced by your style and can imagine themselves living in that space.

Light up your home

Create free spaces around windows so natural sunlight can enter and make sure all lights work as they might be needed to create that perfect shot. Extra decorations such as candles, flowers, throw blankets and plants can also enhance the look and feel of the room.

Hide away cords and cables

Make sure all cables and cords are out of site during the photoshoot, even if it means unplugging the device while that room in particular is being used.

Exterior



Create a welcoming and tidy first impression of your home's outside appearance.

- Check outside walls, fences, garage and driveways to see if they need cleaning, minor repairs or a new coat of paint.
- Move cars, bicycles and rubbish bins out of sight for the photoshoot.
- Tidy up any gardening tools, pet bowls, washing lines, garden hose and pool toys.
- Keep the garden tidy with cut grass and hedges trimmed. Add flowers or potted plants to make the area look neat.
- Dress outdoor furniture with cushions, blankets and lanterns to create a cosy atmosphere.



Hall & Entrance



A welcome entrance is important when selling your home, as in most instances it is the first area buyers will see and sets the tone for the rest of the home.

- Store away any items that are unnecessary such as shoes, bag, coats and umbrellas.
- Add some flowers or a potted plant.
- Try to avoid bare walls by putting up mirrors, a painting or framed pictures.

Bathroom & Laundry



The bathroom should feel clean and fresh.

- Keep the bathroom countertops and area around the sink clean.
- Store away all personal hygiene products, including those in the shower.
- Hang up matching, neat looking towels.
- Place your laundry basket, toilet brush and bathroom bin out of sight. Store away any clothes and detergents.
- Decorate with a candle and small plants to give a fresh feel.
- Keep the area free of clutter.

Kitchen



Being the heart of the home, the kitchen is the most important room buyers look to fall in love with.

- Clear the countertops and shelves of clutter.
- Keep the number of appliances on benchtops to a minimum and if possible, hide all appliance cords from view.
- The refrigerator doors should be clutter free - removing magnets, papers and any other items.
- Ensure the sink area is clean and hide away sponges, dishwashing detergent, drying racks and plugs.
- A nice looking cutting board, a cook book, a bowl of fresh fruit or neatly packaged items like olive oil or fresh herbs can complete the look of a kitchen.



Living Room/lounge Room



A cosy living room that appears spacious and welcoming will have more appeal to the buyer.

- Avoid having large bulky furniture that will take up a lot of floor space.
- Light the fireplace if you have one.
- Put away all remote controls and kid's toys.
- Decorate with throw blankets, rugs, pillows and magazines.
- Arrange books, DVDs and CDs neatly.



Bedroom



Bedrooms should appear comfortable as it is a place for rest and relaxation.

- Make sure all beds are made with fitted, fresh linen.
- Use neutral colours for the bedspread, pillows and covers.
- Set aside personal items on bedside tables and cabinets.
- Put away all clothes, shoes, bags and toys.



Last But Not Least...

Our Photographers are trained professionals and have experience in presenting homes at their best. It is important to let them do their magic by giving them some space and access to the best angles and areas of your home, as well as taking on any suggestions you are comfortable with to get the best photo.

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being able to show the potential in any living environment,
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