



THE ULTIMATE GUIDE

HOW TO PREP A HOME FOR PHOTOS & VIDEOS

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Hi there!
Jim Darren.
owner of
STUDIO 27A
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The more people who are attracted to view your home, the more potential there will be to achieve its optimal selling price.

Rightmove claims that enquiries can quadruple with the best photography and studies in the USA say that the best images can increase the perception of value by up to 12%.

It is very important that you spend the time that is needed to prepare your home so the photographer has something to work with. Paying attention to these general guidelines will help ensure photos are the very best.

A LITTLE BIT OF PREPARATION GOES A LONG WAY

LESS IS MORE

'Photography, not only what you see but also what you feel'.

ANSEL ADAMS

Get Rid of Grime

A quick wipe down to 'clean' the house isn't enough to get rid of the grime. It is important that all areas are properly cleaned in order to remove hard water build-up, dirt, stains or anything else that might be visible. Make sure to get rid of fingerprints or marks on door frames, metal finishes, etc.

Lighting

Before the photographer arrives, you should make sure you are letting in as much natural light as possible. Open your blinds and curtains. Turn on all lamps and surface lights, including the lights that are part of appliances such as those on the stove or built into a bookshelf. If any light bulbs are not working, make sure to replace them.

No Pets

Any signs of animals in the house will likely resonate with some viewers as dirty or smelly. If you have any pets, along with their accessories, they must be out of sight during the shoot..



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HOW TO PREPARE YOUR HOME FOR PHOTOGRAPHS

Colour can be fun. Don't be frightened to use it tastefully.

De-cluttering is a very good idea, but not to the extent that the property looks sterile. A good objective is to promote a tidy but comfortable looking lifestyle.

If you have a favourite view of your property's, exterior or interior, then please tell the photographer when he arrives.

If you are unsure that a piece of furniture or a rug is right for your room, then best move it out of the way or disguise it before the photography takes place.

Please make sure that all light bulbs are working, especially low voltage downlighters such as those found in many kitchens. Picture lights, too, are effective at creating visual interest – when they are working.

If possible, make sure that keys are available for all exterior doors, so that they may be opened if necessary.

Branded plastic bottles such as washing-up liquids, shampoo bottles, toothbrushes and toothpaste etc. are best kept out of sight. Upmarket products such as Molton Brown bottled soaps or similar, especially if they are colourful, would be an exception.

Please tidy away papers, but in moderation, quality magazines and coffee-table books can add to the lifestyle appeal.

Please remove birthday cards, Invitation cards etc. from mantelpieces and shelves.

Stock bookshelves neatly with books rather than box files.

Wintertime, if you have an open fireplace, there is nothing that creates a homely feel more than a roaring fire. Or maybe the photographer could roll-up some newspaper, when lit for a few minutes this should create enough flame to photograph.

Consider using props. For example, colourful vegetables (peppers, tomatoes) and a cottage loaf would work well in a farmhouse kitchen. Coloured glass or bottles with coloured liquid's compliment contemporary white or otherwise minimalist kitchens.

Plumped cushions and straightened curtains always look good.

Fold towels or hang up fresh fluffy towels in the bathroom and replace any shower curtains and bathmats with lovely clean neutral ones. Glass shower screens - try to make those sparkle.

Toilet seats down (my pet hate). Fruit and flowers are easy to add, and they provide attractive splashes of colour.

Consider laying your dining table. A bare table with nothing on it looks dull and uninteresting. As a minimum, have a centrepiece to break up the slab-effect.

Some coffee cups and a milk jug on a breakfast table will look more interesting than an empty space.

Please remove magnets, postcards and children's artwork from the fridge.



WHAT ABOUT EXTERIORS?

The exterior might just be the most important part of the home because first impressions can leave lasting memories.

Mow the lawn and tidy away anything such as broken plant pots, fallen leaves or kids' toys. If you have room for a table and chairs (however small) add them. Buyers need to see the garden as an extension of the living space and a place where they can entertain. Try to arrange the shoot for when you know the garden will be looking at its best.

Place cushions on garden chairs and loungers if you have them.

Garden umbrellas should normally be opened, especially if they can be seen from indoors through your windows. Remove swimming pool covers where possible - depending of course on the time of year. Toys, rubber rings, net poles etc. are best removed also.

Move cars, bins, trampolines and outdoor toys out of sight. If this is not possible, often a photographic angle can be found to avoid them, especially if they are moved away from the elevation.

Please keep hose pipes fully wound and tidy.

Curtains and blinds should be left open, especially if you will not be at home when the photographer visits. Vehicles should ideally not be visible from indoors through the windows.

THE PROCESS...



Book in your photoshoot.



Read the information carefully, in readiness for our appointment, to help prepare your home for the shoot.



On the day of the appointment, I'll do an initial walk-through to make sure everything is in order. Then, I'll proceed with capturing your home at it's best.



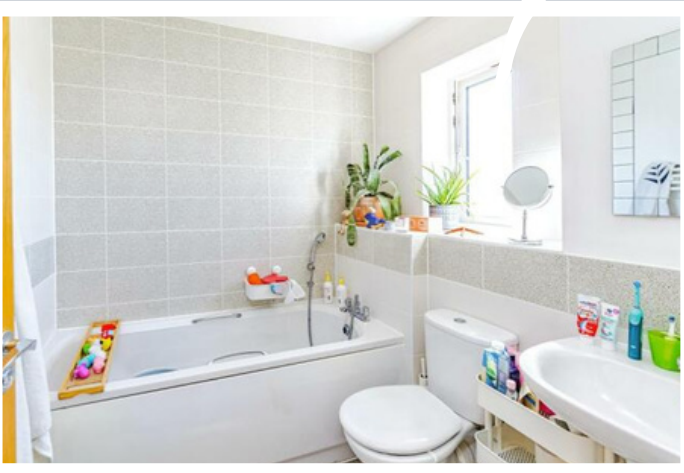
After the shoot, the photos and/or video will be sent to the agent within 24/48 hours.

Now its time to show the world.

Before and After




A picture paints a thousand words






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