

In our experience as South Australia's leading Real Estate Marketers, our photographers have found that.....

You can improve the value of your home and therefore increase your selling price by presenting your home in an attractive way.

Take a step back and view your property with a critical eye.

What improvements can you make?

How would a potential buyer see your home?

Can they easily see themselves living there? What is its curb appeal?

Remember, first impressions count and the property should be presentable both inside and out.

Here are a few tips in preparing your property for photography and marketing:

PHOTOGRAPHY CHECKLIST

INSIDE GENERAL:-

- CLEAN, make sure the house is spotless!
- Eliminate clutter - kitchen bench tops and bathroom vanities should be clear and clean
- Remove magnets from the fridge
- De-clutter rooms - remove bulky furniture if necessary, take down family photos, and put away knick-knacks - including TV remote controls, kettles, toasters, mugs, magazines, pet dishes
- Clean curtains, blinds, shutters
- Open curtains - create a feeling of space and light
- Paint interior walls if required - neutral shades are best
- Make necessary repairs / replacements eg. Shower curtain, broken curtain rods.
- Clean carpets / polish floorboards professionally to remove stains or re-carpet if appropriate
- Photography Time - select the best showing time of day for sunlight. If you do show at night, make sure the house is well lit.

BEDROOMS:-

- De-Clutter
- Make all the beds
- Pick up and put away anything on the floor eg. dirty washing, clothes, handbags, etc Clear all bedside tables and vanity units.

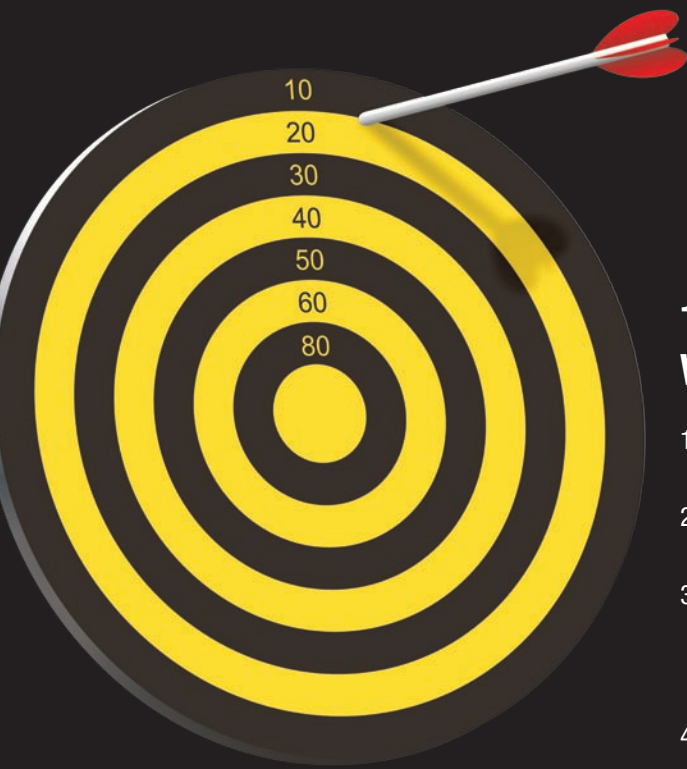
BATHROOMS:-

- Clean bathrooms thoroughly - get rid of mould and water stains and replace the bathroom towels with dry fresh ones or remove all towels and mats completely.
- Remove all bathroom clutter and materials
- Put toilet seats down

OUTSIDE:-

- Mow Lawns (and council strip)
- Rake leaves / Sweep paths
- Weed Garden
- Plant perennials
- Prune trees and shrubs
- Clear gutters and paint if necessary
- Remove toys and yard clutter, including hoses, pool cleaners, etc
- Remove / Hide bins & pet dishes
- Wash windows and flyscreen
- Clean away cobwebs
- Wash the exterior of house with high pressure hose or investigate rendering or painting costs
- Clean or paint front door
- Clean or replace front door matt
- Clean pool if you have one
- Organise / tidy garage
- Remove Car out of driveways and from directly out front of the home





10 Most Common Mistakes Agents/Vendors Make When Preparing For Real Estate Photographs

1. Schedule trades people, cleaners, gardeners at the same time as the photography session.
2. Not removing bins, cars and trailers from the front yard and driveways BEFORE the photographer arrives.
3. Not removing toiletries, bath rugs, scales, bath toys, scrubbers, toilet brushes, cleaning supplies from bathrooms. One or two towels, perhaps some flowers or a small accent bath rugs than that the bathroom should be naked before the photographer arrives.
4. Hiding luggage, shoes, etc. under the bed. Most of the time they will show in the photograph.
5. Spending too much time cleaning and not enough time de-cluttering before the photographer arrives. Get everything put away before worrying about dusting and scrubbing.
6. Not removing ashtrays and smoking paraphernalia from patio/pergola areas.
7. Mopping, other wet cleaning, or hosing down driveways and patios just before the photographer arrives. Puddles and wet spots reflect the light strangely. make sure everything will be dry before the photographer gets there.
8. Not removing fridge magnets, pin boards, phones and phone chargers, extension cords, etc. before the photographer arrives.
9. Tall flower arrangements on tables and counter magnets are fine for open inspection, but bad for the photos as they block the view of the room.
10. Putting a piece of furniture in every corner to "fill up" a room. That's where the photographer will be standing.

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