

# PREPARING YOUR HOME FOR MARKET

There is quite a bit to do to prep for photography, but believe me, it is worth it. 90% of buyers search for homes on the internet, therefore the professional photographs will more than likely determine if they make a viewing appointment. If there is anything negative in the photos, they may move on to the next listing. A dog bowl in the kitchen photo may be enough for a non-pet owner to say "NEXT". Your home needs to be in "mother in law spending the weekend" condition.

## YOUR CHECKLIST

### Outside

- All vehicles need to be parked away from the front of the house, either in the garage or down the street.
- Remove all bicycles, toys, pets and their evidence, gardening tools, hoses, lawnmowers, etc.
- All patio furniture should be in good shape.
- Grass should be mowed and landscaping spruced up
- If there is any mildew on the walkway or structure, pressure washing is a pain, but could be worth \$1000's.

### Kitchen: *arguably the most important room in the house!*

- Clear the island so the tour shows how spacious it is.
- Small appliances make the counter space disappear.  
*Please remove the toaster, toaster oven, microwave, coffee pot, knife block, can opener, hand mixers, etc.*
- Clear the refrigerator. *Sports schedules and school lunch menus, etc. are things most people don't want perfect strangers to have access to. Let's clear it completely, at least for the tour.*
- Don't forget to conceal the kitchen garbage.
- Empty the sink and put the soap under the sink.
- Clear all visible food packages. A bowl of fresh, good looking fruit is a nice touch.

### General

- Clothes, cash, jewelry and valuables should be hidden away.
- Open window blinds and drapes to reveal the view unless your view is not a selling point.  
*(neighboring house 5 feet away, used car lot, cemetery, asphalt plant, etc.)*
- Window boxes are fine if they do not block the view.
- High-back chairs should not be in front of windows, which would block the view.
- Turn ALL inside lights **ON**, including ALL lamps, lights under the kitchen counters, overhead stove light, etc.  
*make sure all lights have fresh bulbs of the same color – ask us if you need help!*
- Ceiling Fans **ON**.
- Televisions **OFF**.
- Make the beds, clothes in the hamper.
- Conceal garbage containers.
- Open doors between rooms to give an open feeling and ensure all rooms are included in the tour.
- Remove pet food bowls and toys, and conceal pets.
- We can't assume liability for moving furniture, etc. The property will be photographed as is.  
*Ask us which things, if moved, would improve the tour (and subsequent showings).*
- Remove rugs if you have good hardwood underneath - now is the time to let that flooring shine!

### Bathrooms

- Toilet lids **down**.
- Shower/bath items should be placed under the sink for the tour.  
*This is a biggy, prospective clients don't want to see your deodorant or shampoo.*
- Clear counters of electric toothbrushes, WaterPics, pill bottles.

*(Content adapted from rephoto101.com)*