

Home Staging Guide for Photography and Showings

When we talk about staging your home, we are referring to a method of decorating/uncluttering that is designed to showcase the home's best assets, impress buyers, and sell it quickly for the highest possible price. Over 95% of homebuyers start their search on the internet. It is crucial we showcase your home in the best possible condition online and in person. This will drive more showings which should lead to a faster sale at a higher price. If the online marketing doesn't showcase your home in the best possible light, potential buyers will move on to the next property without even viewing yours. When you're dealing with such a significant financial transaction, you don't want to take shortcuts and settle for a lower selling price or a longer marketing period than you have to. Follow the tips below and you will maximize your selling price and lower your time on the market.

General:

- ▶ Turn on all lights and lamps and make sure bulbs work.
- ▶ Change bulbs if necessary. A brighter house photographs better by looking warm and inviting.
- ▶ Turn OFF all ceiling fans as they will show blurred in the picture.
- ▶ Remove anything off the floor that does not belong on the floor. Store shoes, umbrellas, coat stands, clear items under beds or push back towards headboard so it can't be seen from doorway.
- ▶ Hide stacks of paper/bills/magazines. Kids toys in storage containers.
- ▶ Clean all windows of streaks and dirt.
- ▶ Turn off all TV's and monitors.
- ▶ Closets are a good place to hide things. We do try and shoot custom master closets if possible.
- ▶ Custom garages/shops/man caves can also be shot if cleaned.
- ▶ Please hide or make note of valuables not to be shot such as guns, artwork, jewelry, instruments, anything that you don't want posted online.
- ▶ Large personal photos should be taken down or replaced with artwork/landscape photos.

Pets:

- ▶ We love animals but they may be protective of their home, please crate/contain them or have a person there to handle them.
- ▶ Remove pet carriers, crates, pet dishes and visible litter boxes.

Bathrooms:

- ▶ Remove ALL items from bathroom counter tops - exceptions can be decorative items.
- ▶ Towels hung straight and remove towels and robes on pegs/hung over shower stalls.
- ▶ Put the toilet seats down.
- ▶ Remove Bath rugs.
- ▶ Empty the Shower of Shampoos, Soaps, etc.

Kitchens:

- ▶ Remove ALL items from kitchen countertops/islands - exceptions are decorative items tucked into corners or Keurig/Coffee maker to give a common scale item.
- ▶ More visual counter top helps to make the kitchen look open and large.
- ▶ Remove everything from the outside of the Refrigerator.
- ▶ Pet dishes hidden away.
- ▶ Hide the Trashcan.
- ▶ Remove Kitchen rugs.

Bedrooms:

- ▶ Remove ALL items from table/countertops (inc. alarm clocks) - exceptions are lamps/decorative items.
- ▶ Make beds and straighten pillows.
- ▶ Hide trashcans and diaper genie.

Living and Dining Areas:

- ▶ Remove all remote controls.
- ▶ Remove all personal items from table tops and open shelving - exceptions are centerpieces or decorative items.
- ▶ Straighten pillows and chairs.

Outside:

- ▶ Remove your car(s) from the driveway.
- ▶ Mow the lawn and mulch if necessary.
- ▶ Remove ALL lawn equipment, debris, recycle and trashcans from sight.
- ▶ Roll up your hoses and hide sprinkler attachments.
- ▶ Open patio umbrellas.
- ▶ Straighten any patio furniture.