

# Home Staging Guide for Photography and Showings



The appearance of the home helps convey the care that was taken of it. A clean orderly home helps to reinforce a buyer if they are interested. We can shoot around some items but it can cause the appearance of the property to look smaller. The goal of staging and photography is to showcase the property and gain strong leads for offers. Shots may be taken of laundry and storage areas for the agent to have on file if someone inquires about them.

## 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.