

STAGING GUIDE FOR REAL ESTATE LISTINGS



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Why prep for photos?

**Online...it's
where buyers
start**

**First
impressions
mean
everything**

The majority of home buyers start their search online, so it is important to make the first impression count! Follow these tips to prepare your home for the best real estate photos possible.



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Strikingly...80% of homes for sale are shot with point-and-shot consumer-oriented cameras which result in lower quality photos which equals reduced selling price

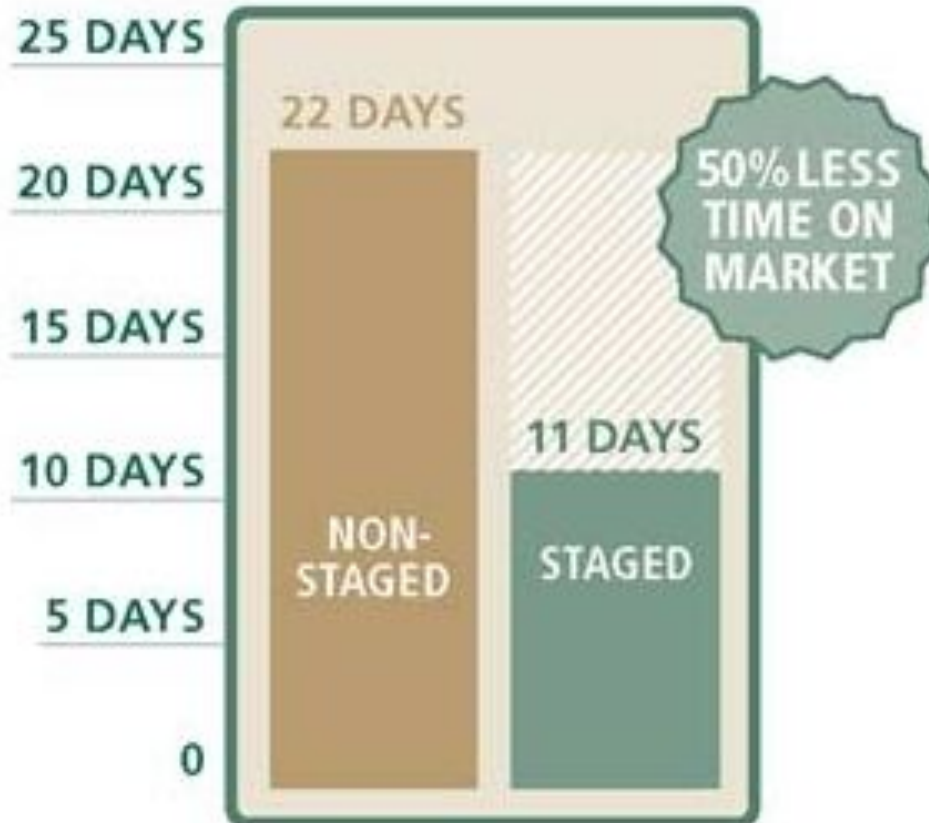
According to Realtor.com, 88% of home buyers start their real estate search online. This includes traditional real estate websites as well as social media. Image is everything and decisions are made based on initial impressions. Real estate photographs can easily encourage a buyer to visit a home or turn them off from a beautiful property that was photographed incorrectly.

A property for sale with only 1 photo averaged 70 days on the market, but a property with 20 photos averaged just 32 days on the market as reported by HighShot. Save time! Instead of taking numerous photographs of your listing and sifting through those photos you can rely on multiple, credible photographs provided by a real estate photographer that allows you to focus on your core responsibilities.



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Average Time on Market Staged vs. Non-Staged home



AREAS OF THE HOME PHOTOGRAPHED

- **Foyer**
- **Formal Living Room**
- **Formal Dining Room**
- **Kitchen**

- **Bathrooms**
- **Basement**
- **Bonus rooms**
- **Neighborhood amenities (upon request)**

- **Front Exterior**
- **Back Exterior**
- **Sides Exterior**
- **Front Door/Porch Area**

- **Family Room**
- **Guest Bathroom**
- **Master Bedroom/bathroom**
- **Bedrooms**



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Areas not photographed

- Closets
- Laundry room (unless requested)
- Garage
- Attics



Exterior

the front exterior is usually the first photo buyers see

- Close garage doors
- Remove all cars, boats, RV's, motorcycles, etc. from the driveway and do not park in front of house
- Move garbage and recycling cans out of sight
- Remove all garden tools, hoses, and clutter
- Sweep driveway, sidewalks, and patio areas
- Turn on front porch light
- Clean/wash all windows
- Power wash driveway and sidewalk



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Deck/ Backyard

- Power wash deck
- Set up patio furniture and open patio umbrella
- Uncover the grill
- Place beverages on patio table
- Use container plants to add color and style
- Light the fire pit or outdoor fireplace



Props

- Pitcher of tea and glasses
- Cocktails
- Fresh flowers on patio table



Landscape

- Mow the grass, rake up leaves and debris, pull weeds and remove any dead vegetation
- Install fresh pine straw or mulch
- Prune trees and shrubs
- Plant blooming flowers
- Remove empty plant containers
- Clear out kids toys, balls , frisbees etc.



Swimming Pools and Spas



- Vacuum dirt off bottom of pool and skim off any debris floating on top
- Remove and covers, pool sweepers, floating chlorinators, and pool toys
- Straighten lounge chairs, put away cleaning tools, and open the patio umbrella
- Turn on pool lights(s) waterfalls and spa bubbles



Interior

- Replace all burned out light bulbs both inside and outside the house
- Remove excess furniture
- Turn on all lights
- Pick up rugs and runners in entryways, kitchens, and bathrooms so that the floor can clearly be seen



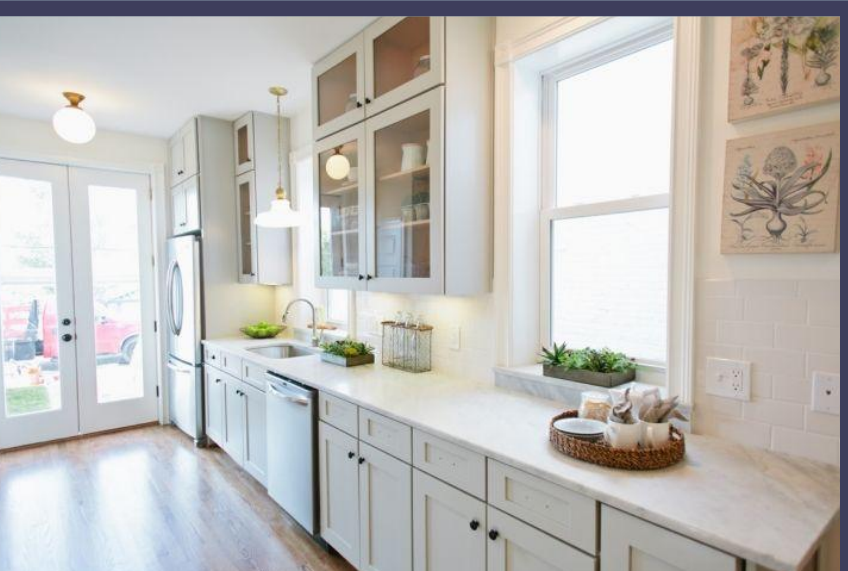
- Wash the windows
- Vacuum and mop the floors
- Remove any spider webs, dust, and other debris
- Open all blinds and curtains to
- Turn ceiling fans off
- Turn all TVs off



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Kitchen

- Clear counters but leave a few appliances (no more than three)
- Clear the refrigerator of magnets, photos, schedules, menus, etc.
- Clean and polish all appliances
- There should be no dirty dishes in the sink



Props for Photo Styling

- A bowl of fresh fruits (i.e. apples, citrus fruits)
- Fresh vegetables on a chopping board (i.e. tomatoes, scallions)
- Beverages (i.e. soft drinks, juices, sparkling water, wine)
- Cookbooks
- Tea kettle, Dutch Oven



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Props for Photo Styling

- Short vase with fresh cut flowers
- Hurricane candle holder with large candle
- China, silver, stemware
Placemats, table runner

Dining Room

- Dust the furniture and vacuum the floors.
- Setting the table with nice dinnerware, napkins and a centerpiece can give a homey feel.
- Other options clean table, and feature one center piece such as bouquet of flowers
- If you have a China cabinet make sure things are straight and tidy inside.
- Straighten all chairs and space them evenly
- Remove child seats/booster chairs





Before



After



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Bathroom



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Our
value
to your
bottom line...

\$180,000



\$ 250,000



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Living & Family Room

- Remove newspapers and magazines and put away books.
- Tuck the remote controls in a drawer to get them out of sight.
- Conceal exposed cables and cords as best that you can.
- Remove clutter, personal photos, the kids toys, etc. from bookshelves, tables and the floor.
- Dust and vacuum. Dust can show in a photograph.
- Wash any glass surfaces including table tops, cabinet doors and windows. Smudges and dirt on glass will be noticeable in the photographs.
- Straighten pillows and throws.
- Declutter fireplace mantel/hearth no more than 5 items



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Bedrooms

- Make the beds neatly; straighten the bedspread and pillows.
- Tidy up, dust and vacuum.
- Pick up and put away clothes and shoes.
- Remove items from bedside tables books, magazines, pictures, clock radios, etc.
- In kids rooms put excess toys out of sight, take posters and drawings off the walls, and straighten up overall.



Props for Photo Styling

- Magazines/Books
- Reading glasses
- Throw blankets



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Bathrooms



Props for Photo Styling

- Fancy soap bars and toiletries
- Apothecary jars filled with cotton balls, cotton swabs, or seashells
- Fresh flowers (i.e. orchids, hydrangeas)
- Fluffy white bathrobe
- Candles

- Clear off the countertops; toiletries, tissues, hair products, just about everything should be put away.
- Remove personal care products and children's bath toys from the shower and tub.
- Make sure towels are folded neatly and are straight on the towel bars.
- Close the lid on the toilets.
- Mirrors and shower doors should be clean.



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