

VENDORS GUIDE

Preparing Your Property for Photography



HOW TO GET THE MOST OUT OF SELLING YOUR PROPERTY

shakeadog
P H O T O G R A P H Y

Thankyou

For taking the time to read through this guide.

It is a result of over 7 years of photographing property.
I believe the advice given is useful and can help in attaining your asking price or above.

However, I understand, we all lead busy lives and don't always have the time needed to organise the property.

I can promise even if you do nothing mentioned in this guide. I will do my best to produce amazing photos for you.

If you have any ideas on the property or locations, please tell me, your knowledge is valuable to me when shooting your home.

I have tried to make this guide as easy and simple to follow. If you have any questions or suggestions, please contact me.

Best Wishes

Troy Sinclair

Exterior and Gardens

The lead image is usually the front of the property and is the image the potential buyer will see first. The photo needs to make the buyer to want to see more.

General:

Remove cars from driveway

Remove bins out of sight

Mow lawn if needed 2-4 days prior to photography

Weed garden beds, remove unused pots

Remove clothes line if possible, or remove washing off line

Hide childrens toys, bikes, pet beds or food bowls etc

If applicable, clean pool and remove hoses or vacuums

Set up outdoor furniture, add a bottle of something with 2 glasses usually works well

Workshop/ Garage

If possible create some free space, this really helps sell the idea of "I could use this space for..."

General Preparation

Cleaning:

Make sure all rooms have been vacuumed

Windows:

Check all windows are clear of smears, fingerprints or cobwebs

De-personalising:

Remove any personal photos or family photos you don't want photographed

Pets:

Keep pets outside or in other rooms, we can move them when required

Fires:

There is no need to light fires as I can add fire in the editing stage
But please stack firewood or tidy the fireplace if needed.

Light/ Lamps:

Please ensure all lights and lamps are working, replace bulbs if needed

Bedrooms

The bedroom is usually the first rooms buyer wil see when entering the property. We need to make it inviting.

Keep curtains and blinds open

Make beds thoroughly and arrange pillows and cushions neatly

Remove clutter from under the bed

Hide personal photos and belongings

Close all drawers and cupboards

Turn on all lamps and lights, ceiling fans off

Remove clock radios off bedside tables

Walk in Robes:

I usually don't photograph this area, but its a good idea to tidy, hang clothes and organise shoes

Living Rooms

The living room is a space where buyers will see themselves spending a lot of time. Let's make it feel relaxing.

Arrange cushions neatly on lounge

Hide all remotes, game consoles and controllers

De-clutter tv unit

Hide personal photos and belongings

Remove throws and lounge covers

Remove pet beds if applicable

Turn on all lamps and lights, ceiling fans off

Optional:

Place a few home lifestyle magazines on coffee table stacked on each other

Kitchen

The heart of the home. It is the room most buyers will make their decision on. So lets style it accordingly.

Clear all benchtops to show space

Hide sponges, tea towels, oven mits and knives

Move bins out of sight

Clear the sink and hide plugs

Remove pet bowls

Close all cupboards and drawers

Remove all fridge magnets

Clean oven and microwave doors

Hide toaster and kettle

Clean stainless steel appliances of finger marks

Optional:

Place a bowl of fruit on centre of bench

Place an open cookbook on a stand

Dining Room

The dining room is where a family meets over food. Lets prepare the scene.

Place all chairs evenly around the table depending on the size and shape of the table

Clean any upholstered furniture

De-clutter sideboards

Use a centrepiece on the table, usually a vase with flowers

Optional:

Set the table with placemats

Add plates and cutlery

One or two bottles of something with wine glasses at each placemat

Bathrooms and Ensuites

Buyers will want to see space in these rooms, lets be organised.

Clean all vanity tops and hide plugs

Remove all shampoo , body wash bottles, soap bars and loofahs

Clean shower screens, curtains and mirrors

Clean bath

Pull back shower curtains

Toilet seats down

Remove bins, toilet brush holders and air freshner cans

Remove toilet paper roll

Colour match towels and bath mats together or remove from room

Hide childrens toys

Make sure all lights work

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