

Preparing Your Home For Photos

The way your home is displayed in the marketing photos has a lot to do with enticing buyers into making appointments to show. Whether you have a condo or a residential home for sale, the buyer has only a few seconds to view and be attracted by your photos.

The first chance to attract a Buyer is through the photos. It is absolutely essential your house looks fantastic in the photos. A photo is a true representation of the real thing. If your house has visual distractions, its going to look even worse in a photo. Make a good first impression immediately. Otherwise, you won't attract Buyers to come out and see your house in person.

DONE	
Understand the camera's perspective. Photos aren't as forgiving as a real life view. It magnifies distractions, bad lighting and poor furniture arrangement. If photos look good, then chances are a Buyer will want to see it in real life.	
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Vary the height: Height variations create visual interest and help individual objects stand out in a crowd. .	
Snap pictures. This will give you an idea of what the home will look like. Photos aren't as forgiving as a real life view.	
Keep pets and people out of sight.	
Turn on interior cabinet, closet and under-counter lights. Turn on ambient lighting such as reading lamps in the rooms where you wish to create a mood, and turn down or turn off overhead lights in those rooms.	
Strategically place fresh flowers around the house, e.g. Foyer, Dining Room, Master Bedroom, Master Bathroom.	
Remove all towels and dishcloths from kitchen, clear counters.	
Remove pet paraphernalia	
Put all personal hygiene products out-of-sight	
Put toilet lids down and remove trash cans, toilet brushes, plungers and mats from around the toilet.	
Arrange your furniture and accessories to show off the architectural features of your house, and make the space appear larger.	
Add Greenery. Plants bring the outdoors in and add a touch of life and color to a room.	
Keep the home in shape. You want buyers who liked what they saw online to encounter the same home in person.	
Ensure your home has superb curb appeal so photos impressions are good	
Neutralize your house so it appeals to most people. Make sure everything sparkles	
Dust ceiling fans	
Clean wall corners, remove cobwebs	
Clean walls and light fixtures	
Clean window coverings	
Vacuum under furniture and cushions	
Clean inside of windows, window sills	
Deep clean appliances	
Touch up paint on walls	

While all the suggestions contained here can be accomplished by anyone who is reasonably handy and creative, There's probably no more potentially symbiotic relationship as that between a real estate photographer and a stager. Photos in design magazines, begin with a stylist's concept and then go on to a photographer. Staging professionals see a house through the lens before the image is filmed and perfects it, making sure the image photographed is visually appealing to the broadest range of potential buyers. Elements in marketing photos, virtual tours and showings should be pleasing, interesting, balanced, and appealing to the senses. A picture needs to speak, to give buyers a hint of style, taste, or aesthetics. Good stagers are adept at arranging engaging vignettes, or picture-ready views, throughout a home. Johanna Wells is a Certified Interior Staging Specialist with the Look Group. 303.217.3821 johannawells@lookgroupinc.com

