

PREPARING FOR PHOTOS

Being ready for photos and maximizing your home's selling potential.

Advantages of Being Prepared

The purpose of having professional real estate photos taken is to maximize the interest in your home among potential home buyers. The vast majority of home buyers use the internet, (over 90% in fact) and that number is growing! A clean and prepared home is absolutely vital to help ensure your home gets as many views as possible which leads to more showings and more showings means more potential offers! When people arrive to view your home, the goal should be to present them with the same home that they viewed online. Perception and first impressions are EVERYTHING! By having professional photos taken of your home you are instantly adding value in the minds of potential buyers. Their first impression of your home could mean the difference in them buying it or could be the difference in a higher sales price., but the home MUST be ready! Professional photos of an unprepared home are still photos of an unprepared home, and that can't be understated. Be prepared and benefit.

- Add instant perceived value to your home with a good first impression.
- Get more online views and more potential interested buyers.
- More views means more potential showings and greater interest in your home.
- A good impression could mean a faster sale and potentially more \$\$\$ for your sale!

*The goal is to present
your home as if it
were to be published
in a magazine.*



A tidy appearance helps avoid distractions.

Ready To Prep? In This Document...

- For the best results possible
- Your photo prep checklist
- Some helpful resources



Make rooms inviting and appealing by minimizing personal effects.

PHOTO READY CHECKLIST

- ☐ Please contain pets in the garage or out of sight.
- ☐ Remove all vehicles from driveways and in front of the house.
- ☐ Garbage cans should be moved out of sight. *The garage is a good place.*
- ☐ Remove all garden tools including hoses and sprinklers.
- ☐ Mow and rake the yard and clean up debris, pet waste, etc.
The front photo is the first and most important photo of your listing.
- ☐ Sweep driveways, sidewalks and patios.
- ☐ The Kitchen should be clean, tidy, and minimized (Minimized...not bare).
- ☐ Remove all photos, notes, magnets, and papers from the refrigerator.
- ☐ Clear off counter tops in kitchen and bathroom areas. Less is more here.
- ☐ Reduce clutter by putting away trinkets, personal photos, and excess décor.
- ☐ De-clutter rooms which may be excessively furnished.
- ☐ Make all beds and tidy bedrooms. Clothes hung, or folded, and put away.
- ☐ Tuck trash cans out of view in a closet or cupboard.
- ☐ Limit personal effects like family photos, plaques, crests, etc.

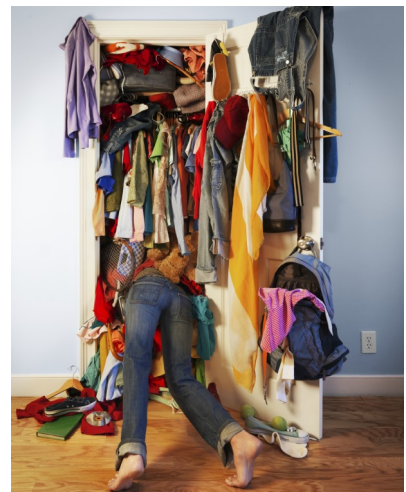
Personal photos or displays of family names are not advised for privacy concerns since it will be displayed on the internet.

For Best Results

FocalPoint is interested in providing you with the best possible experience. In order to provide you with a quality photo shoot and help ensure that your listing has the images and appeal that FocalPoint and your Realtor seek to provide, please refer to the Photo Ready Checklist. Please make every effort to follow the list as this keeps the photo session on time and helps maximize the appeal of your home for the listing. The recommendations detailed here will also be very beneficial in helping you have your home ready for showings.



Not thrilled about cleaning? Hire a cleaner to come help you get your home ready!



Feel free to stuff items in spare closets or in the garage. Photos of these areas are rarely taken.

Staging Adds Appeal

Attempt to stage areas that may benefit from extra attention. A vacant home will especially benefit from a little extra attention and enhance the appeal of the home in the photos.

Simple things like hand towels, flowers, or decorative containers are usually already present in the home and can add visual appeal.

If you need someone to help you stage your home for photos and to have your home ready for showings call the pros at Oklahoma Impressions!



Create a spa-like feel in the master bathroom to impress potential buyers.

