



PREPARING FOR THE *Photo Shoot*

- 1 De-clutter. You've heard it a million times...because it makes a BIG difference in the photos! This includes obvious hot spots, like play areas and kitchen counters, but don't forget bookshelves, gallery walls of family photos, and even refrigerator magnets.
- 2 De-personalize. Buyers don't need to know who lives in the house. Displaying family photos, anything with your names on it, or references to your hobbies, religion, or politics not only serves as a major distraction for buyers, but could pose a potential safety risk to your family. Now is the time to start packing!
- 3 Pare down. Removing one or two pieces of furniture from each space, even if just for the shoot, can make your rooms look more spacious in the photos.
- 4 Brighten. Open all the blinds, and turn on all the overhead lights and lamps. Make sure all light bulbs are presently working, and match in color and intensity.
- 5 Clean it up! Cameras tend to make dirty spots look even bigger, especially on rugs and walls.
- 6 Do a practice run. Cameras can be far less forgiving than human eyes. Rooms that feel comfortable in person sometimes look cluttered in photos. Experiment by snapping a few photos with your own camera prior to Photo Shoot Day. Look for ways to improve the composition of your pictures.