

Checklist for Preparing a Real Estate Property for Photography

1. SLENDERIZE FURNISHING

- Create space – remove all unnecessary pieces of furniture.
- Place furniture and decoration only where they are appropriate. Put children’s chairs and toys back to the children’s bedroom and the computer to the office.
- Remove all used-looking furnishings (worn upholstered couches, stained carpets, scratched sideboards etc.).
- Move all domestic animals to another place – sounds tough but promotes the success of the presentation.

2. PERFORM BASIC CLEANING

- Let professionals clean the whole space.
- Clear all floors, furniture’s surfaces, wall tiles, mirrors and windows from dirt, streaks and dust.
- Remove spider webs, especially in corners and around ceiling lamps.
- Remove all lime and drop marks from faucets, sinks and bath tubs.

3. CREATE CLARITY

- Care for uniformity. A table should only be surrounded by chairs of the same model. In a glass cabinet only display dishes of the same series.
- Align all chairs at dining tables, kitchen counters or working places.
- Sort books according to their size. Remove extreme formats and very colorful publications.
- Straighten all lampshades.

4. DE-PERSONALIZE ALL INTERIOR

- Hide all family-related photographs and other mementos.
- Remove any signs of religious or political preferences of the owners (unless you want to sell only to a specific target group).
- Clear the whole property from hints to preferences in sports, hobbies and brands.
- Don’t show records and certificates of the owner.
- Remove all kinds of souvenirs and trophies from walls and shelves.

5. MINIMIZE DECORATION

- Hide all small images, any bric-à-brac items and hobbyist collections.
- Remove all pillows and blankets from the living room.
- Place only one piece of deco on one table.
- Remove all newspapers and magazines.
- Remove trash cans and waste baskets.
- Clear all tables, trays and cabinets in the kitchen.
- Keep only one or two items per panel of glass cabinets.
- Remove all magnets, photographs and children’s drawings from fridges and pin boards.
- Hide all cables and electricity distributors.

6. STRAIGHTEN FABRICS

- Straighten blankets, bed sheets and bed covers.
- Plump up the cushions and smooth them out.
- Care for evenly hanging curtains.
- Remove all waves from carpets.
- Take down all towels from their hooks, fold them and stack them near the sink.

7. CONTROL STOCKS

- Display only new packets of expendable items (toilet tissue, paper towels etc.).
- Remove all opened bottles from a bar.

8. CHECK LIGHTING

- Switch on all lamps and replace broken light bulbs. Maintain the same wattage/performance for all bulbs within one lamp.
- Check the proper function of all outdoor lighting (garden lamps, door lights, patio lights, pool lamps).

9. GET THE OUTDOOR AREA READY

- Remove all vehicles from driveways.
- Hide the garbage cans.
- Put garden tools, garden hoses, sprinklers and used barbecues into the garage.
- Mow the lawn.
- Rake garden beds and drive ways.
- Sweep pavement areas.
- Give the pool a professional cleaning.
- Shut all doors and windows for the first outdoor images.
- But open all door and window shutters/shades.