

PHOTO PREP CHECKLIST

VISUALIZE

- Clean and tidy up all rooms
- Turn on all lights and lamps
- Angle all blinds and window treatments
- Ensure all beds are made
- Turn off all fans
- Turn off TVs and computers
- Uncover pool tables

MINIMIZE

- Personal decor, photos and any other personally identifying items.
- Cords around electronics and appliances
- Remotes, ashtrays, coasters, excessive blankets and throws, etc. from all areas
- Magazines and books that aren't on shelves

OUTSIDE

- Mow yard landscape, pick up leaves, and remove pet waste
- Arrange all patio furniture and ensure patio is free of leaves and debris
- Put away hoses, and other yard maintenance tools
- Remove all outside trash cans from view in all areas
- Remove all Realtor signs, security signs, school signs and identifying markers
- No Holiday decorations as it shows the time of year
- Uncover any covered items like grills and furniture, they are unappealing in photos
- Remove pet items, toys, bowls, cages, again pet waste
- Move cars from driveway and away from front of house, if possible
- Umbrellas tend to blow in the wind, if its windy please remove
- Remove pool cleaner one day prior to appointment to avoid capturing wet spots
- Clean pool, remove debris and pool toys

STASH

- Rugs from ALL rooms, unless under furniture
- All items from counter-tops and islands, including: small appliances, towels, cooking utensils, paper towels, etc
- All magnets, schedules, calendars, art work, etc., from the refrigerator
- All small appliances like speakers, phone docks, alarm clocks and excessive electrical cords
- All products and other items from bathroom counters, including: soap, toothbrush/paste, make-up, less will make the space look larger
- All toiletries and other items from shower and bathtub area that are visible
- All trash cans from view in all rooms
- All toys and other excess child items
- All pet beds, cages, toys, water and food bowls
- All shoes, umbrellas, coat racks, backpacks, purses, keys, etc. from entry area

QUESTION? 214.617.8611
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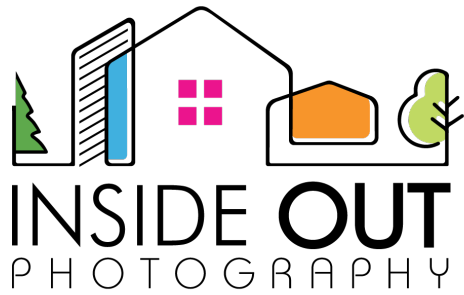


PHOTO PREP

TIPS & TRICKS

HELLO!

These suggestions are to ensure the best photos possible. It is paramount that each property is ready to be photographed at the scheduled shoot time. On average properties under 3,000 sq ft can take 45 minutes to 1 hour and properties over 4,000 sq ft can take upwards of 90 minutes to complete. Your preparation is essential to provide a quick turnaround, with beautiful, marketable images. Follow these Tips & Tricks as well as the Checklist to maximize your results.

TIPS & TRICKS

CLEAN, DE-CLUTTER, DEPERSONALIZE

A clean property is an appealing property, think magazine quality from the inside, out. Dirt and dust will remain visible in all photos, so it is extremely important to ensure the property has been cleaned properly prior to the shoot.

We know you've heard it before, "Less is more!", and it truly will make a world of a difference when it comes to photographing your home and creating a universally appealing property. De-clutter and minimize personal decorations, photos, and other excessive items. Extensive decor can make photos look too busy. Less will make spaces look larger and more welcoming to potential buyers or renters who will have the ability to imagine your current home as their future home.

No closets, pantries, laundry rooms, or garages will be photographed, unless otherwise specified. These are great places to stash things!

Lighting is very important. For a consistent look throughout the home please ensure all lights and lamps are working; this includes opening all blinds, shutters and window treatments. Light bulbs come in blue and yellow temperatures therefore, matching bulbs throughout the house of either color is ideal to minimize any differences in true color.

- Most secondary bedrooms are shot from the doorway towards the windows, if you've got a couple things you need to stash, stick them on the other side of the bed, where they will be hidden!
- Secondary bathrooms with shower curtains; hide items behind curtain.
- Most bathrooms are small, the less inside and on counters, the better.
- Remove all rugs as they tend to draw your attention and take away from floors.

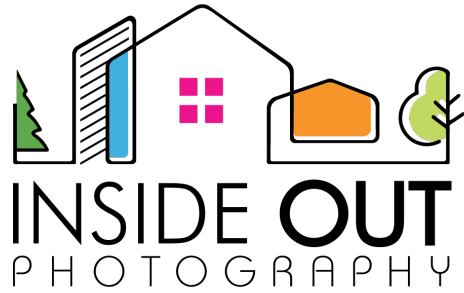


PHOTO PREP TIPS & TRICKS

IMPORTANT

To ensure all rooms are photographed please minimize the amount of people, traffic and shuffling of items during the appointment time while the photographer is on-site. PLEASE DO NOT SCHEDULE SHOWINGS, REPAIRS, INSTALLS, ETC. DURING YOUR PHOTO SHOOT.

Don't let it rain on your parade! We have a few options for bad weather days. See weather policy.

Realtors and Home Owners

Please inspect the home PRIOR to the shoot time and make appropriate adjustments to ensure it is ready to be photographed within the allotted time. If the property is not "photo ready" by the shoot time you have the option to have the property photographed "AS-IS" or you may cancel or reschedule (see additional fees).

Check out our website for examples of what we strive to provide.

Got a question? Need Help? Call, Text, Email

www.insideoutphotos.com

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