

Strohm Photography- Preparing your house for listing photos

First impressions begin with photos !

The house must be ready for the day of the listing photos. Here are some guidelines to get your house looking its best for photos and for showings.

Inside-

- De-clutter as much as possible. Put away toys, clothing, dishes, towels, shoes, phone chargers, etc.
- Depersonalized to a certain degree. Minimize family photos and other personalized items
- Make any repairs and touchups
- When possible remove any seasonal/holiday decorations that can quickly outdate your photos.
- Dust, vacuum, mop and clean windows
- Make all the beds, fluff all the pillows, and check the bed skirts.



- Clean the kitchen and put away all the dishes.
- Remove all magnets and decorations from the refrigerator.
- Clear all kitchen counter tops and put away toasters, can openers, etc. Have buyers look at your space and not your stuff.

- Clear all bathroom counter tops, put away all personal items
- Remove all shampoos, conditioners, body-washes, etc. from the shower.
- Put out fresh towels.
- Put all toilet seats and lids down.
- If there are pets, hide all food/water bowls, pet beds, and pet toys.
- Replace all burned out light bulbs.



Outside

- Have the lawn trimmed, leaves raked, bushes and trees pruned
- Put away all garbage cans, hoses, garden tools, toys, bikes etc.
- In snowy climates, shovel snow from walkways, driveways, patios, decks when necessary.
- If there is a pool, hot tub, or spa, take any security gate down, uncover, and clean.
- Open the umbrellas on any patio sets.
- Uncover grills.
- Remove any seasonal/holiday decorations.
- Consider adding splashes of bright colored flowers to the landscape and in pots.

Day of photos

- Turn on ALL interior lights – even lights in furniture cabinets.
- Turn OFF all ceiling fans.
- Light fireplaces and candles.
- Open all blinds, shades, and curtains.
- Clear all cars, vehicles and trash from the driveway
- Please secure any animals in a safe location, away from all rooms being photographed.