



Southern Belle Real Estate Photography LLC.

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Thank you for choosing Southern Belle Real Estate Photography LLC.
Myrtle Beach's #1 Real Estate Photographer.

I have put this guide together for you so we can prepare the property for our photoshoot. I hope you find this guide helpful.

How to Prepare Your Property for Photographs

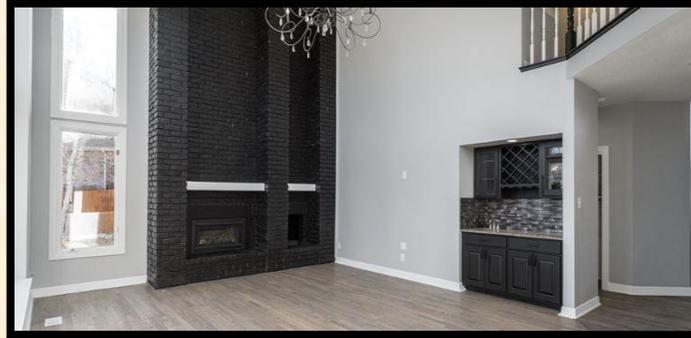
I've photographed thousands of properties and have found that the more the property has been prepped before my arrival, the better the photos come out.



**First, take a deep breath. We will do this together.
Now let's start preparing one room at a time!**

If you have a vacant property, I highly recommend that you also add on virtual staging. This will allow the buyer to view the property without furniture and they can also reference the images to see what the space looks like furnished. I can virtually stage any room interior & exterior! You can view more information on my website about virtually staging your property. It's pretty neat.

<https://www.southernbellephotography.org/pricing-virtual-staging-item-remova>



Before & After Virtually Staged



Think Like a Buyer

Let start by doing some basic self-staging pointers:

- ❖ Try to make your property look like a clean, furnished hotel (or bed & breakfast). It should be stylish, but generic. The goal is to allow the buyers to imagine living there. Don't make this fantasy more difficult by having lots of personal family photos out, and don't make the fantasy a nightmare by having cluttered messy rooms.
- ❖ Remember that people are going to be looking at rooms from the doorways they come through, and it is important to arrange furniture and such so that the room looks great from those angles. I am also going to shoot either from that same doorway, or from the corner of the room where I capture the MOST WINDOWS.



Clear Your Clutter!

This is *the #1 most important thing* for showing off your listing:

Get all knickknacks, stacks of paper, remote controls, extraneous furniture, family photos, pet stuff & toys out of sight. NOT under your bed. I can often see under beds when I photograph bedrooms, and it's not a pretty sight when there's a yard sale stuffed underneath. Store it all in a closet, or in the garage (if we aren't photographing it) or sacrifice a room for storage that won't be photographed.

GENERAL

- Remove- Always maximize space to create a larger look & feel. Remember, less is more!

- ❖ Family Pictures
- ❖ Personalized Item
- ❖ Memorabilia
- ❖ Animal Food Bowl
- ❖ Animal Bedding
- ❖ Animal Toys
- ❖ TV Remotes
- ❖ Video Games
- ❖ Video Equipment
- ❖ DVDS
- ❖ Hide visible cords
- ❖ Books
- ❖ Magazines
- ❖ Kleenex Boxes
- ❖ Kids toys
- ❖ Stacks of papers



If you have a nice attractive coffee table book, preferably architectural or home décor in theme, set it on (you guessed it) your coffee table. Hide the Maxim and People magazines. See all those books on your overfilled bookshelf? Now take half of them out (the bright, clashing, odd-sized ones) and put them in a box. **Ahh, that's better isn't it?**

- Windows & Mirrors- Check all throughout the whole house and make sure they are clean

- ❖ Free of streaks

- Floors-Remove items to enhance perception of floor space size in the images.

- ❖ All rubbish bins out of sight
- ❖ Laundry Baskets out of sight
- ❖ Pull all bathroom rugs up and hide away
- ❖ Any clutter on the floor remove

- Lights, Lamps & Fans

- ❖ Check every lamp and ceiling fan that has a light fixture & make sure they have fresh bulbs.
- ❖ The **BEST** light bulb for Real Estate Photography is **Daylight LED Bulbs** they create a natural effect that provide an instantaneous warm glow to the interior just like the sun's natural light.



Again, your goal is to make the property look like a clean, tastefully arranged hotel. Hide power cords and cables as much as you can. Make sure all the light switch plates and power outlet plates are straight and intact. If you have child-proof latches on cupboards and drawers, remove them for the photos if it's not too difficult. Make your beds look like you see in magazines.

The pillow should be **BIG & FLUFFY**. Make sure the bed cover is on straight and there are no sheets showing. Make sure the pillowcases match too.

Hide all digital do-dads and cords around the bed. **A tissue box is not a staging prop- HIDE IT.** Be sure to make sure all light bulbs are **DAYLIGHT LED BULBS** they are all the same & are working. Have **ALL** the lights on from table lights, to light fixtures, to ceiling fan lights, to microwave lights, closet lights etc. Even exterior lights. Make sure everything in the bathroom shower or tub is hidden away and the bathroom counter is neat and clean of any objects.

Remember: LESS IS MORE!

Lounge/ Living Areas-Remove and hide away

- ❖ TV Remotes
- ❖ Video Games/Equipment
- ❖ DVDS
- ❖ Hide Visible Cords
- ❖ Books, Magazines ETC
- ❖ Pedestal Fans, ETC

Flowers and Artsy Books-

Bring some color, freshness and serenity to your listing by staging a few nice flower arrangements on the dining room table, in a corner of the living room, and in a bedroom or large bathroom.



Bathrooms- Stage like you would the rest of the home. Hide all your personal products away.

- ❖ Shower Doors- make sure are clean and streak free.
- ❖ Remove everything out of the shower
- ❖ Remove washing baskets
- ❖ Remove Rubbish Bins
- ❖ Remove Tissue Boxes
- ❖ Remove soap dispensers
- ❖ Remove Bathmats- we want to show the floor
- ❖ Remove any products laying around in sight
- ❖ Hide toilet bowl cleaner and plunger
- ❖ All toilet seats down
- ❖ Put out freshly coordinated towels. Neatly double fold looks best- use matching colors for the most attractive results.
- ❖ Put on a new roll of toilet paper.
- ❖ If you have room, put a nice-looking candle or small plant next to the sink or bathtub. Once again, make it look like a nice clean cozy hotel bathroom.



Kitchen/ Dining Area- Stage like you would the rest of the home. Remove pretty much everything from the counter space. If you want to add a baked dish to add ambiance be my guest.

- ❖ Put away dishes
- ❖ Put away dish racks and drying mats
- ❖ Hide all small appliances
- ❖ Hide all big appliances if you can
- ❖ Remove any fridge magnets
- ❖ Remove the stuff on top of the fridge
- ❖ Hide the garbage can
- ❖ Remove any paper piles
- ❖ Hide soap dispensers
- ❖ Hide Cutting Boards
- ❖ You want a clean space. Pretty much nothing on the counters. Buyers want to see the space not your stuff.

Appliances-

- ❖ Clean all appliances-free of streaks
- ❖ Replace oven light (if blown)
- ❖ Turn on oven light for an extra ambiance.

TIP: It is always a good idea to set any table with your best cutlery & perhaps a center piece such as a candle or flowers, lower height is better. White plates have the best affect in photos. A bowl of apples or lemons or oranges in the kitchen always looks nice.



Curb Appeal- The view of the front of your listing is very important. Your goal is to make the front of the house appealing enough that buyers will want to see more. If you can afford it, bring in a landscaper who will make your property look stellar and save you a backache.

If your going to do it yourself here is a short list of some things you could do...

If you have your own swimming pool-

- ❖ Remove the pool cover
- ❖ Remove any debris and such from the pool
- ❖ Remove cleaning equipment and products
- ❖ Remove pool toys
- ❖ Make sure the pool is balanced and not green

Yard & Maintenance-

- ❖ Pull weeds, trim overgrown shrubs and low-hanging tree branches. Rake and/or mow the lawn. Put away garden hoses. Hide the garbage cans, yard tools, dead plants, empty pots and any other yard clutter. Lay down wood chips wherever there is dirt showing, or better yet, plant some beautiful new plants there. *Is your back sore yet? I told you to hire a landscaper, didn't I?*
- ❖ Before I arrive for photos, move all vehicles out of the driveway, and preferably not directly in front of your house. We don't want to be able to see them from the interior windows of the home during photos.
- ❖ Clean up the front porch and stairs. Sweep the decks and patios. Wipe off the outdoor furniture and put the nice cushions on them. If you have a table umbrella go ahead and open that for the photos.



Let the light in-

Before I arrive, turn on **EVERY SINGLE LIGHT** in the house, don't forget the surface lights on your stove & under your cupboards. If any lights are burned out be sure to replace them with you know what.... **DAYLIGHT LED BULBS!!!!**

Open all curtains and blinds- you don't have to raise the blinds up just make sure they are open. Don't open them if there is a very unappealing view out the window you don't want to highlight in the photos.

Turn off the ceiling fans. -but leave the light on!

If you have a fireplace go ahead and turn it on. It will have a nice ambience for our images.

This is by no means a complete list of everything you'll have to do, it's a photographer's wish list to get you started. If you don't do these things before, I arrive, your photos won't be what they could be.

Though I do use Photoshop, I'm not a magician. If I photograph a cluttered, dark room, that's what you're going to get. If you spend the time doing the things suggested on this list, you are going to get much better images and many more potential buyer

Hey Agents...

This last tip is specifically for you.

If you have asked your sellers to do the things on this list, fantastic!

If you haven't please make sure that they have done them before I arrive. Otherwise there's a good chance you won't be thrilled with the results. These things really help make the photos look awesome and that's what I'm here to do -to help make your property **stand out above the rest!**

If your sellers are still living at the house when your photographer is scheduled to photograph it and you are not absolutely certain that they have the listing CAMERA-READY, then I suggest if you can please get there at least an hour ahead of me and make sure it is ready!

I do however go room to room and stage the property as I see fit for the images. So, I will occasionally move and hide things here and there. But at the same time, it is not my job to stage and move things for the photographs. So that is why I hand out this check list so that we all can work together to make sure we capture the **BEST** photos we can because at the end of the day- **THAT'S WHAT BRINGS THE BUYER THROUGH THE DOOR!**



Whew!

If you've done the things on this list, congratulation!!!!

It wasn't easy, but now that you are looking around, I bet your are surprised by how much bigger, brighter and "happier" your place feels.

Sorry, it's too late to change your mind.

You are selling this property and you are going to get top dollar for it thanks to your hard work, your agents hard work & let's not forget about ME!!!

Now last thing before I head your way... if you are going to be home while I'm there please stay out of sight while I'm at work, so we make sure you don't happen to be in any of the images.

If you know any clients or agents who may benefit from these pointers, please feel free to forward this helpful check list to them!!!

Thank you so much for choosing Southern Belle Real Estate Photography LLC.- Myrtle Beach's #1 Real Estate Photographer & HGTV multiple time featured photographer.



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