

## HOW TO GET THE MOST OUT OF YOUR PHOTOSHOOT





# THANK YOU FOR BOOKING YOUR PHOTOSHOOT

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## IT'S ALL IN THE PREP



To maximise your home's appeal and attract potential buyers, you will have to ensure it's in pristine condition for the photoshoot.

High-quality images can significantly impact the success of your home's sale.

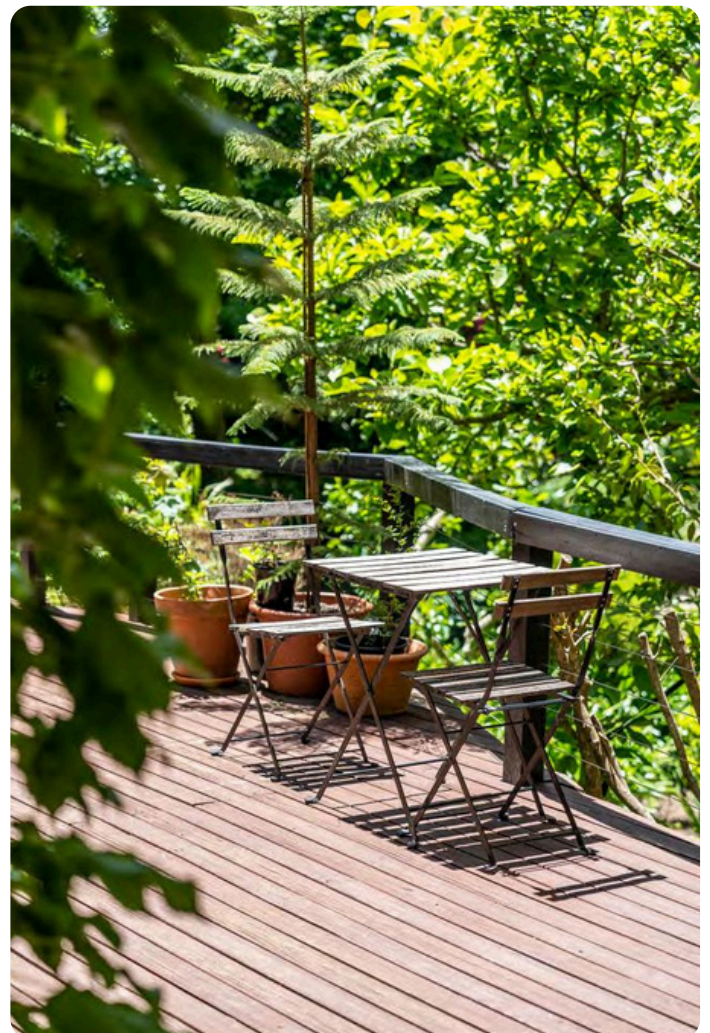
Follow the tips in this flyer to prepare your home for my arrive to create stunning visuals that highlight your property's best features and leave a lasting impression on potential buyers.



By investing time and effort in preparing your home for a photoshoot, you are investing in the success of your sale.

Professional, attractive, and well-composed photographs have the power to captivate potential buyers, increase interest, and ultimately maximise your selling price.

Taking these steps to present your home in the best possible light will help buyers visualise the lifestyle they can enjoy if they purchase your property.

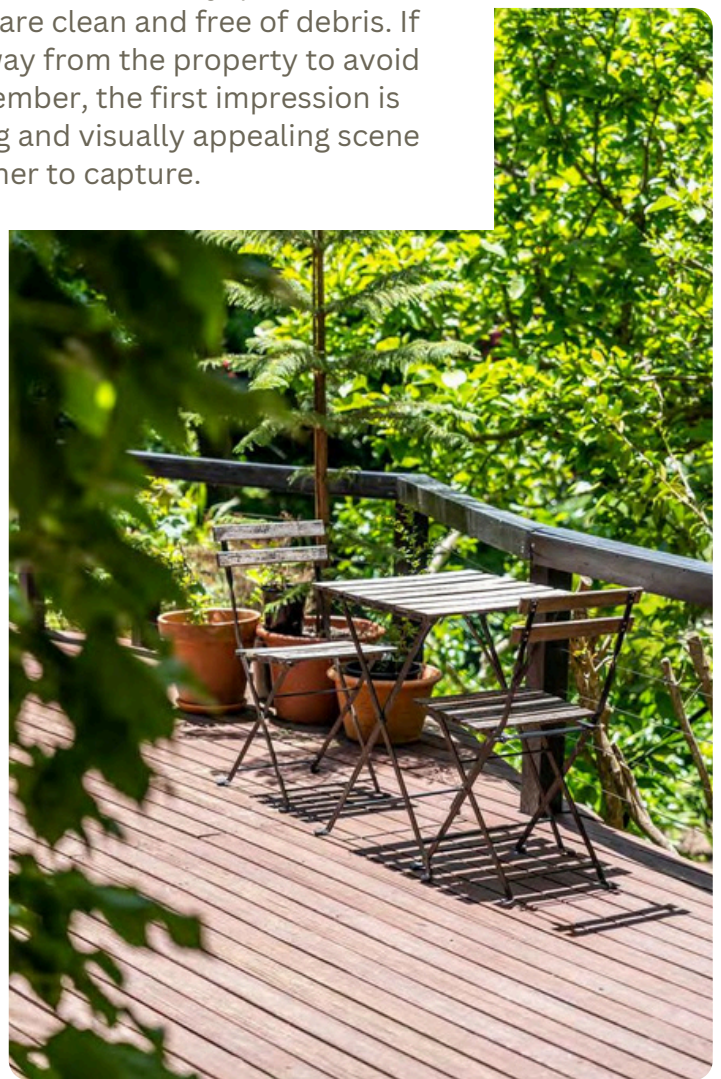
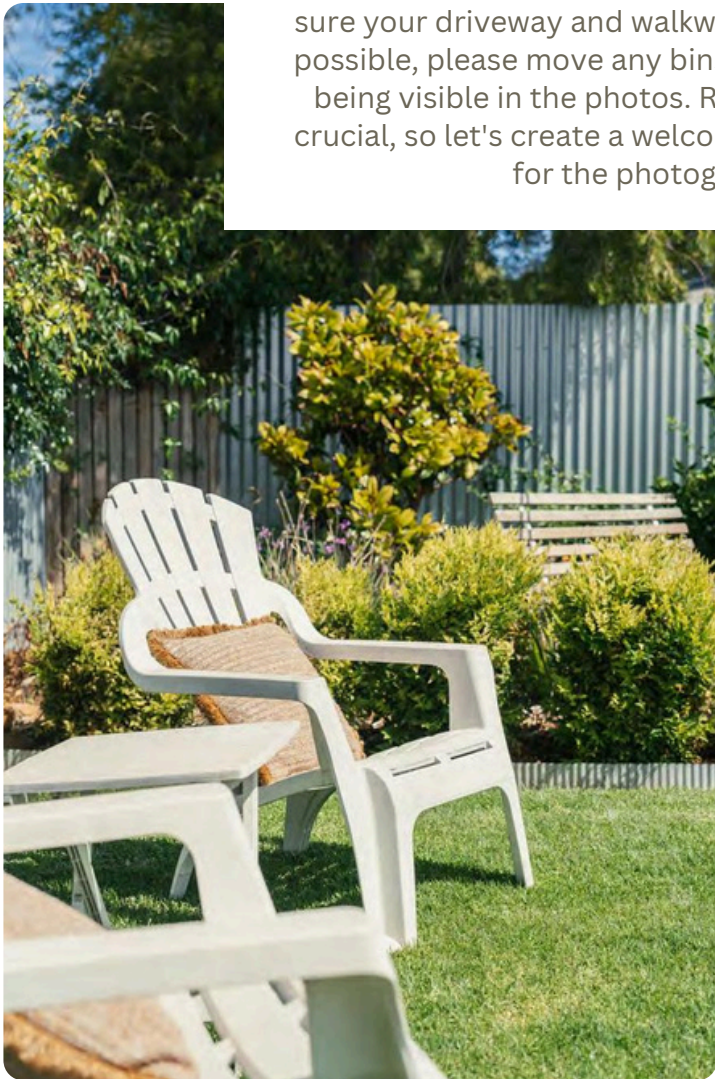




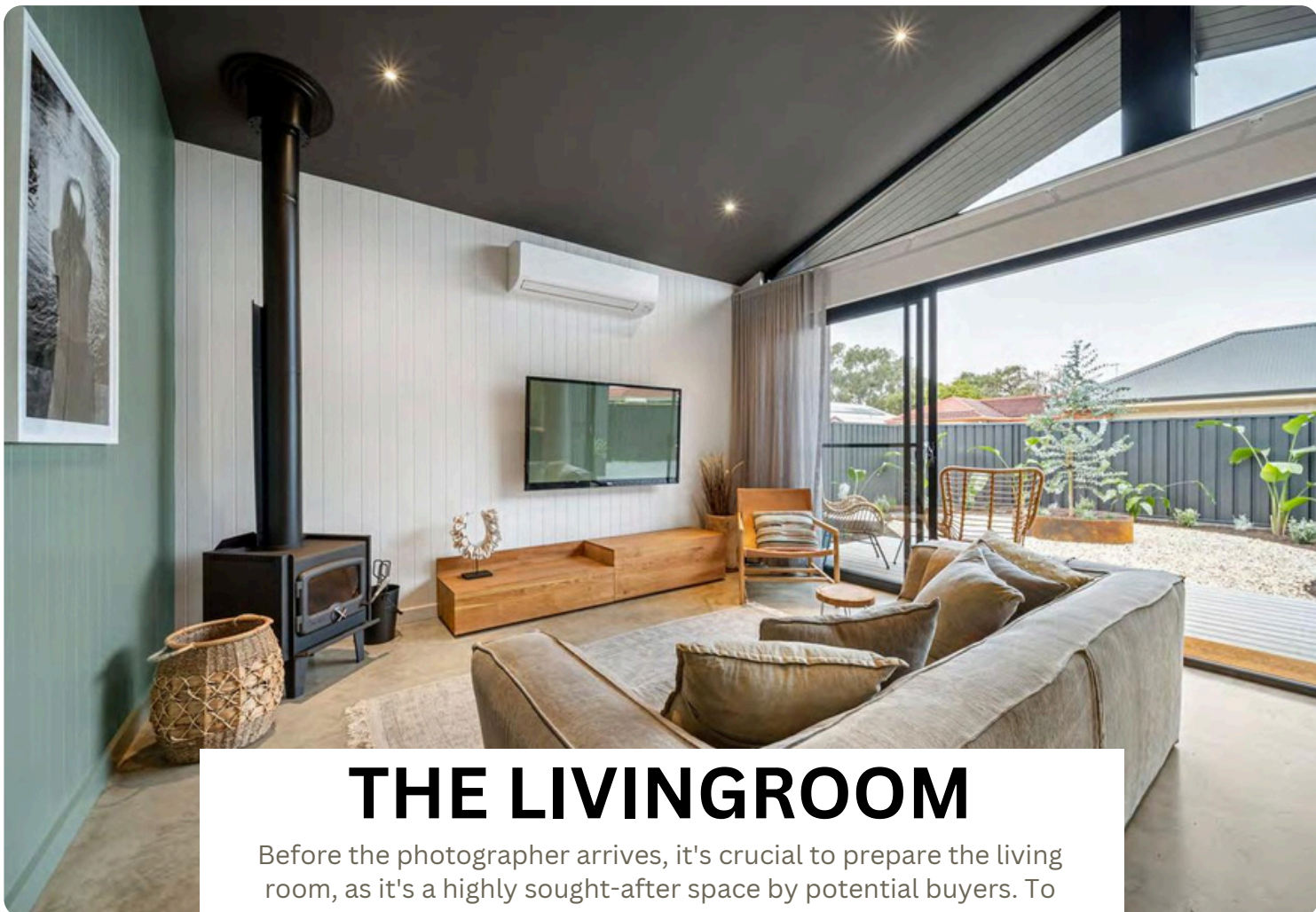


## THE OUTSIDE

Please ensure that the cars are not parked in the driveway when the photographer arrives. Moving the cars beforehand will save time and allow for a smoother shoot. Additionally, please make sure your driveway and walkways are clean and free of debris. If possible, please move any bins away from the property to avoid being visible in the photos. Remember, the first impression is crucial, so let's create a welcoming and visually appealing scene for the photographer to capture.

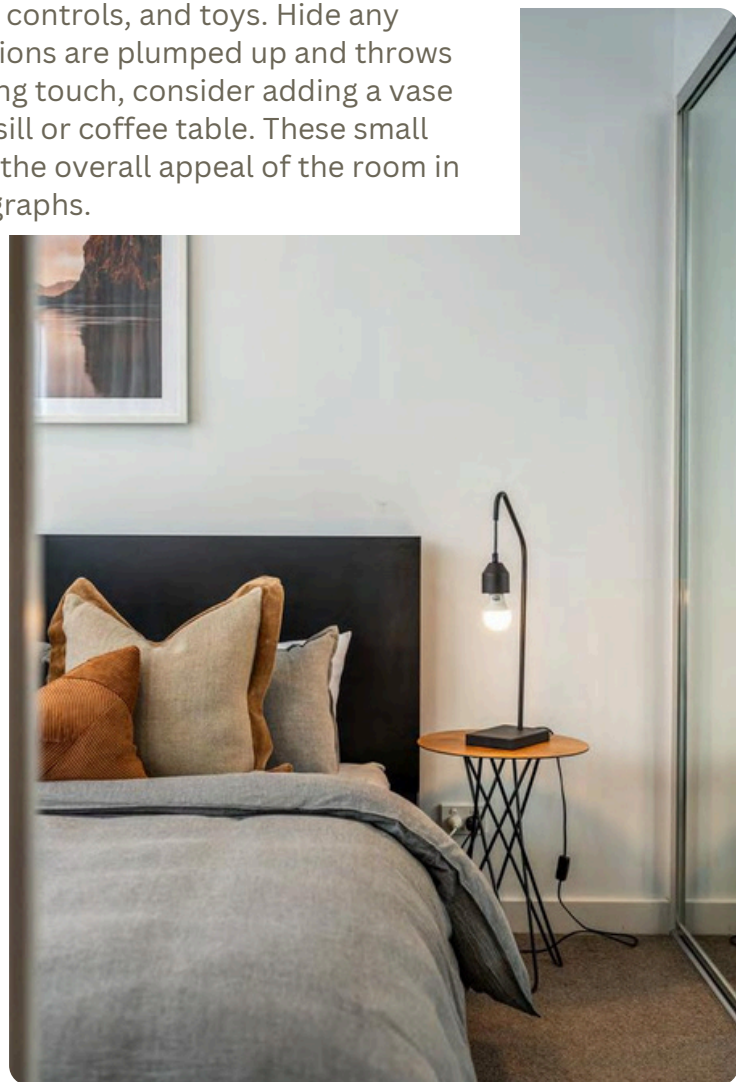
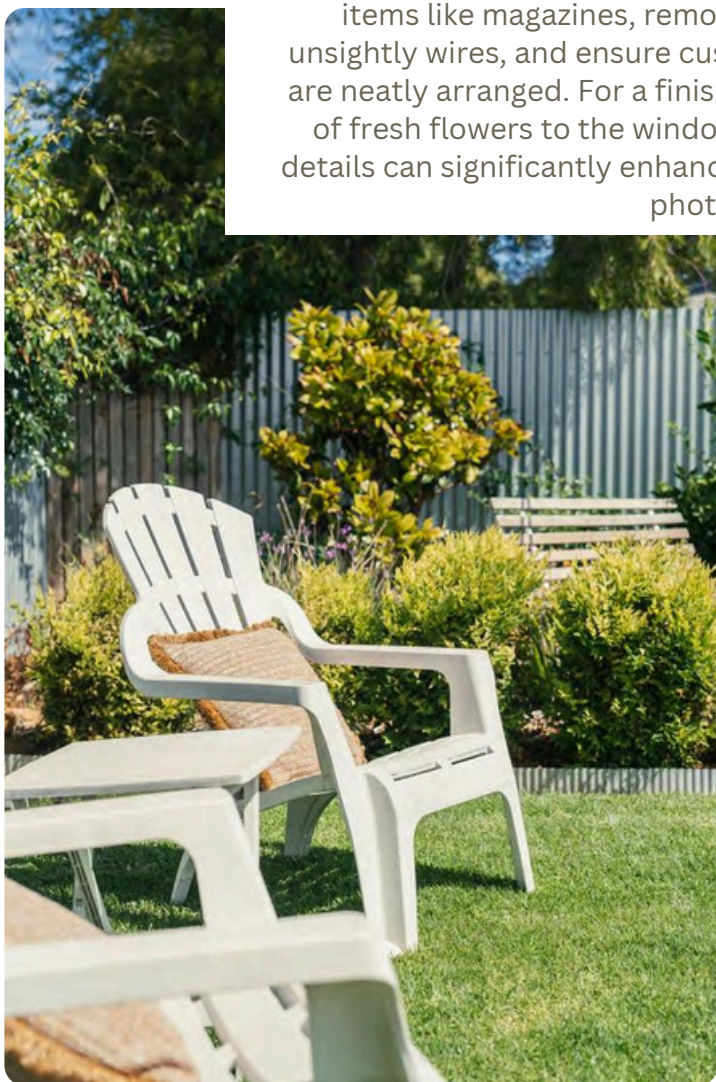




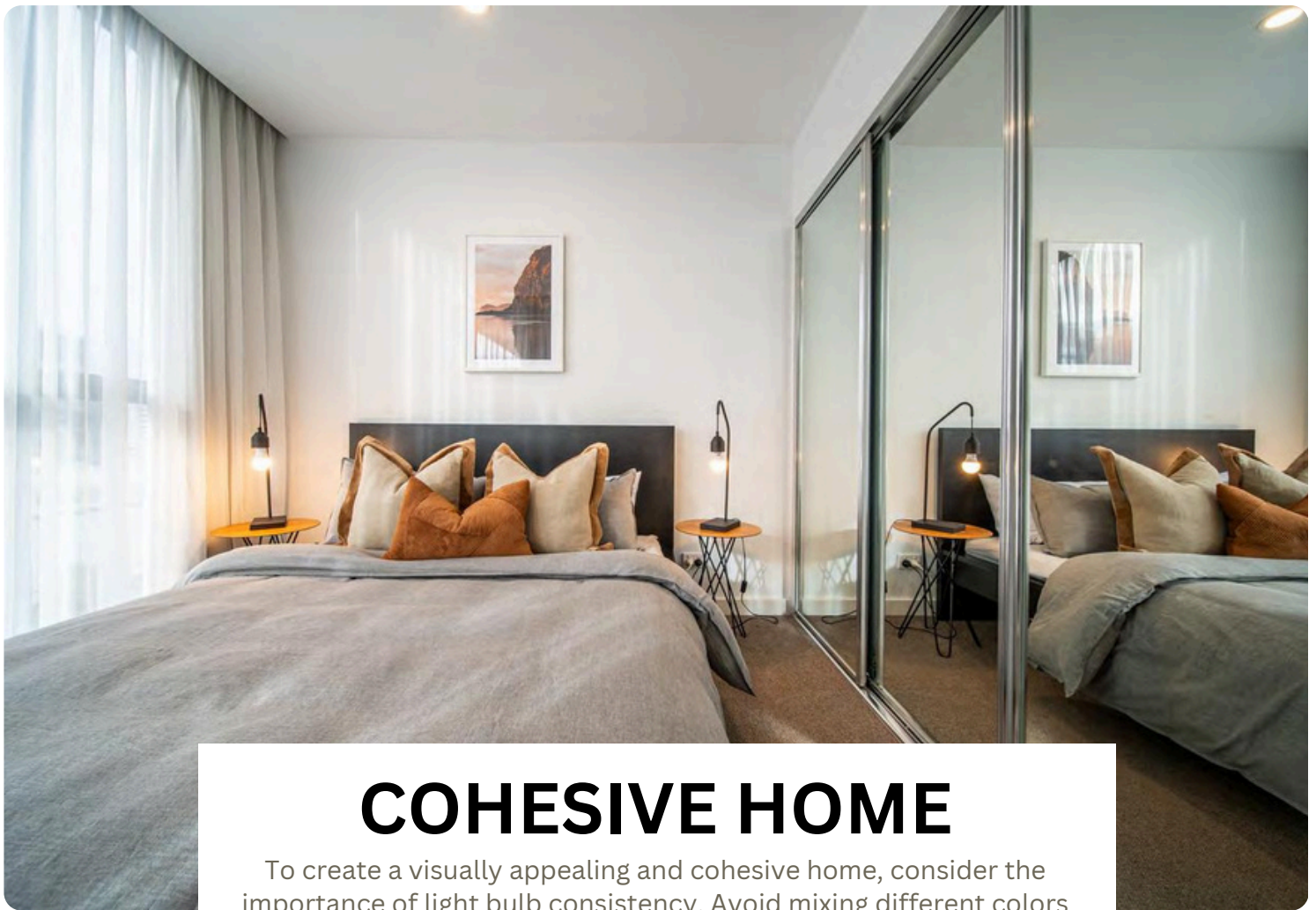


## THE LIVINGROOM

Before the photographer arrives, it's crucial to prepare the living room, as it's a highly sought-after space by potential buyers. To create a welcoming atmosphere, declutter the area by removing items like magazines, remote controls, and toys. Hide any unsightly wires, and ensure cushions are plumped up and throws are neatly arranged. For a finishing touch, consider adding a vase of fresh flowers to the windowsill or coffee table. These small details can significantly enhance the overall appeal of the room in photographs.

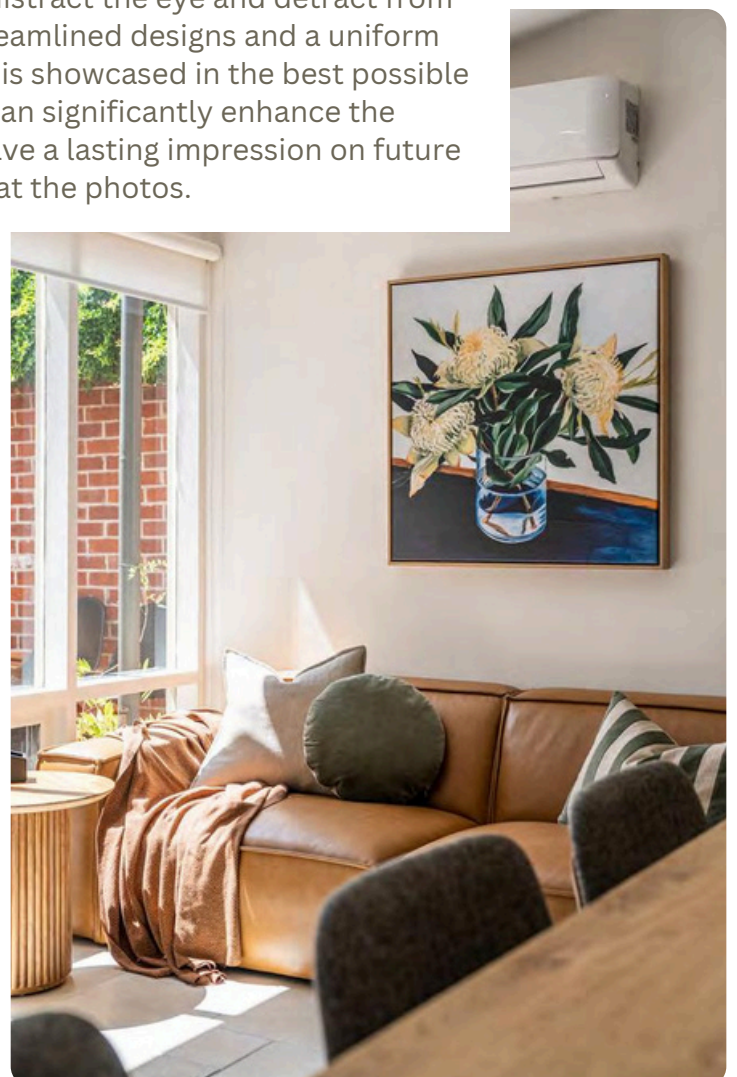
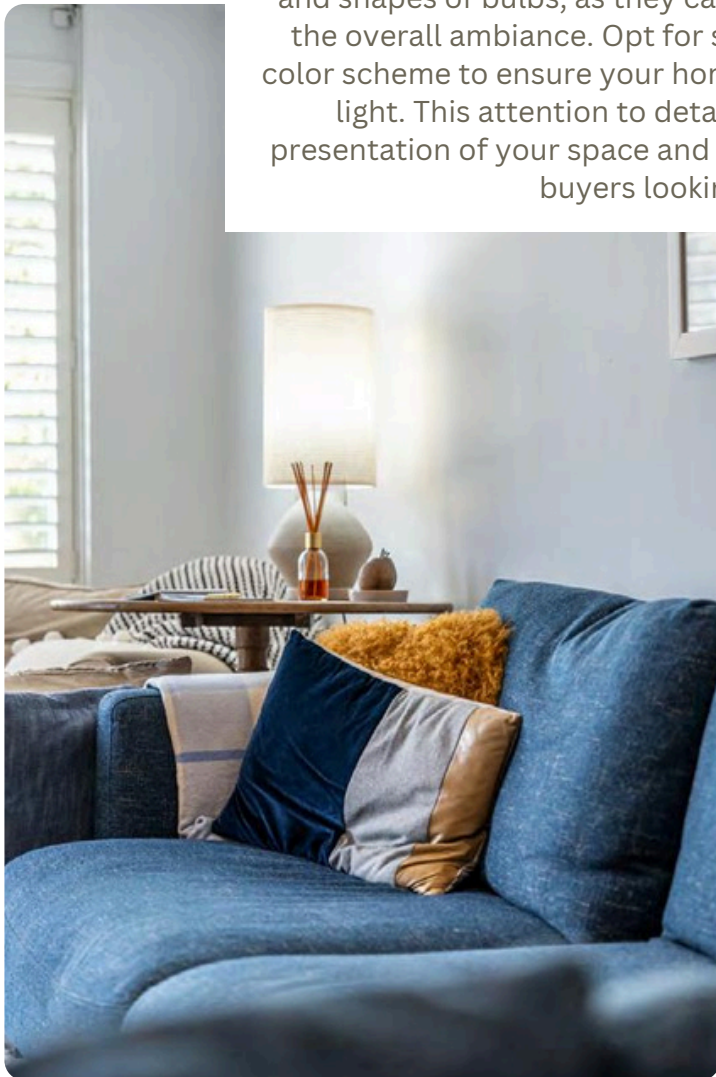






## COHESIVE HOME

To create a visually appealing and cohesive home, consider the importance of light bulb consistency. Avoid mixing different colors and shapes of bulbs, as they can distract the eye and detract from the overall ambiance. Opt for streamlined designs and a uniform color scheme to ensure your home is showcased in the best possible light. This attention to detail can significantly enhance the presentation of your space and leave a lasting impression on future buyers looking at the photos.

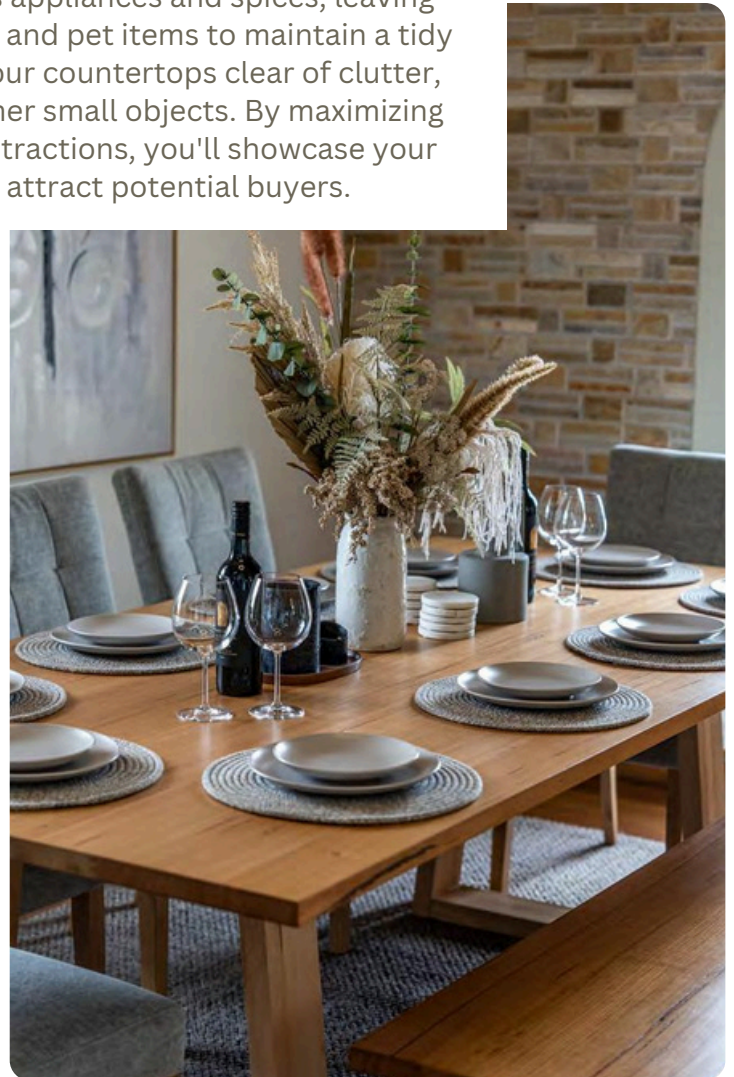




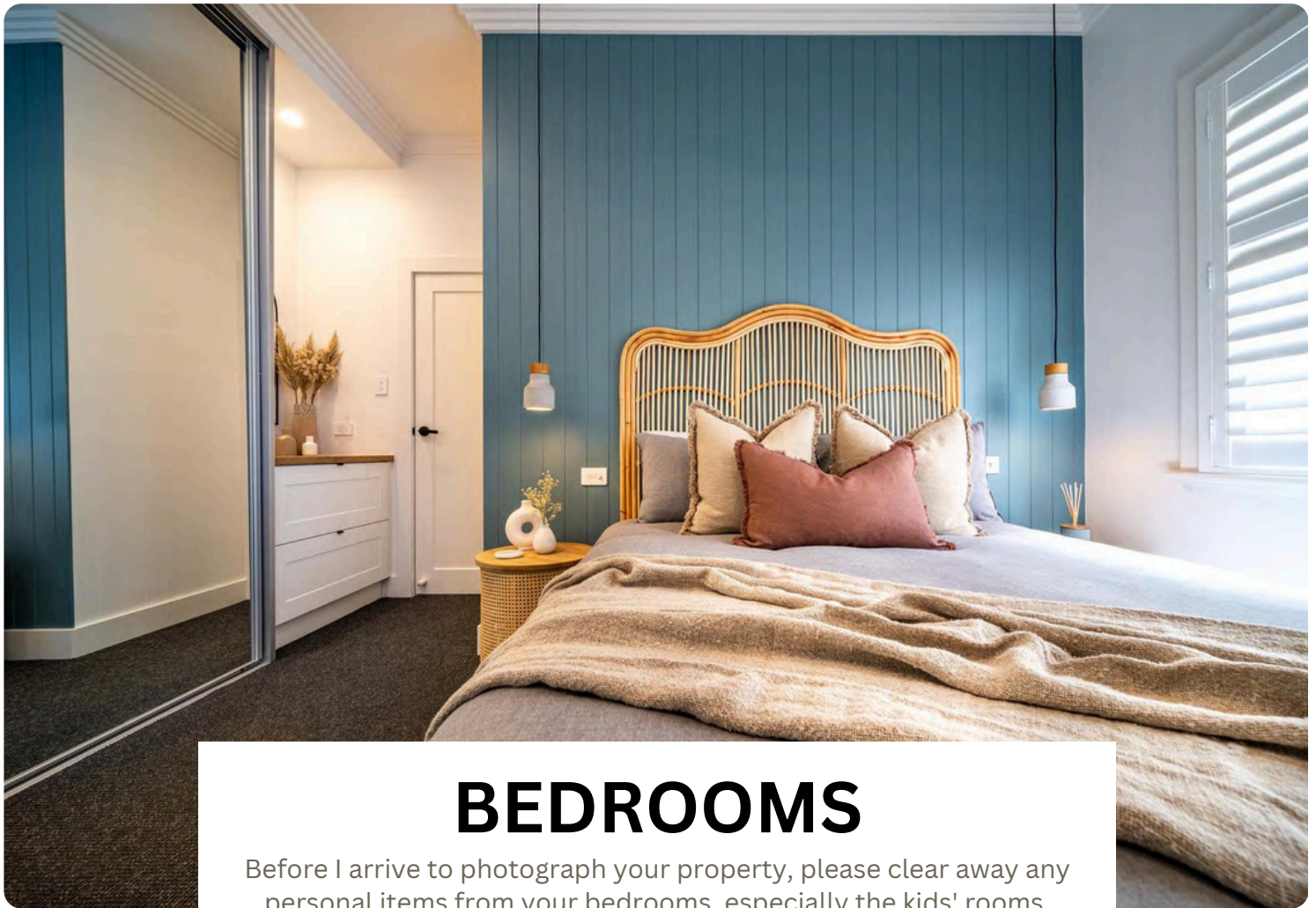


# THE KITCHEN

To make your kitchen shine for the photo shoot, focus on creating a clean and uncluttered space. Remove any unnecessary items from your countertops, such as excess appliances and spices, leaving only the essentials. Hide your bins and pet items to maintain a tidy appearance. Additionally, keep your countertops clear of clutter, including soap dispensers and other small objects. By maximizing counter space and minimizing distractions, you'll showcase your kitchen's best features and attract potential buyers.







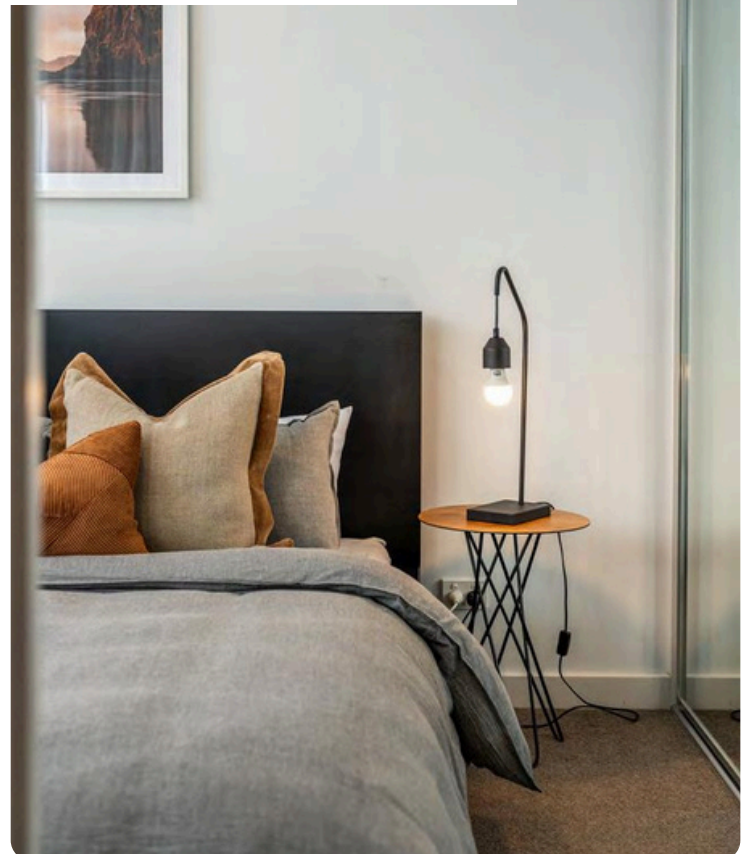
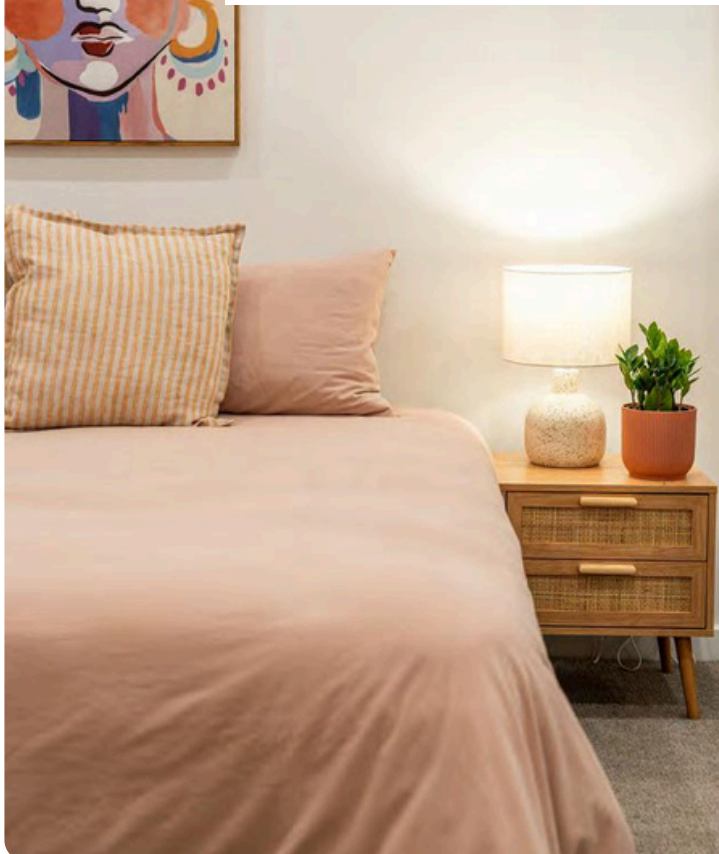
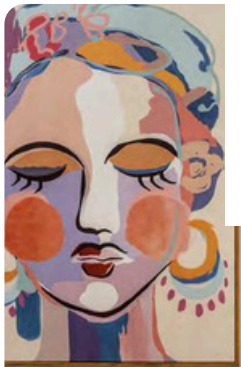
## BEDROOMS

Before I arrive to photograph your property, please clear away any personal items from your bedrooms, especially the kids' rooms.

Store these items under the kitchen sink or in boxes. While we understand that these items are part of your daily life, it's important to create a clean and uncluttered appearance for the photos.

Additionally, ensure all beds are made and look neat and inviting.

This will help the rooms feel more spacious and appealing to potential buyers.

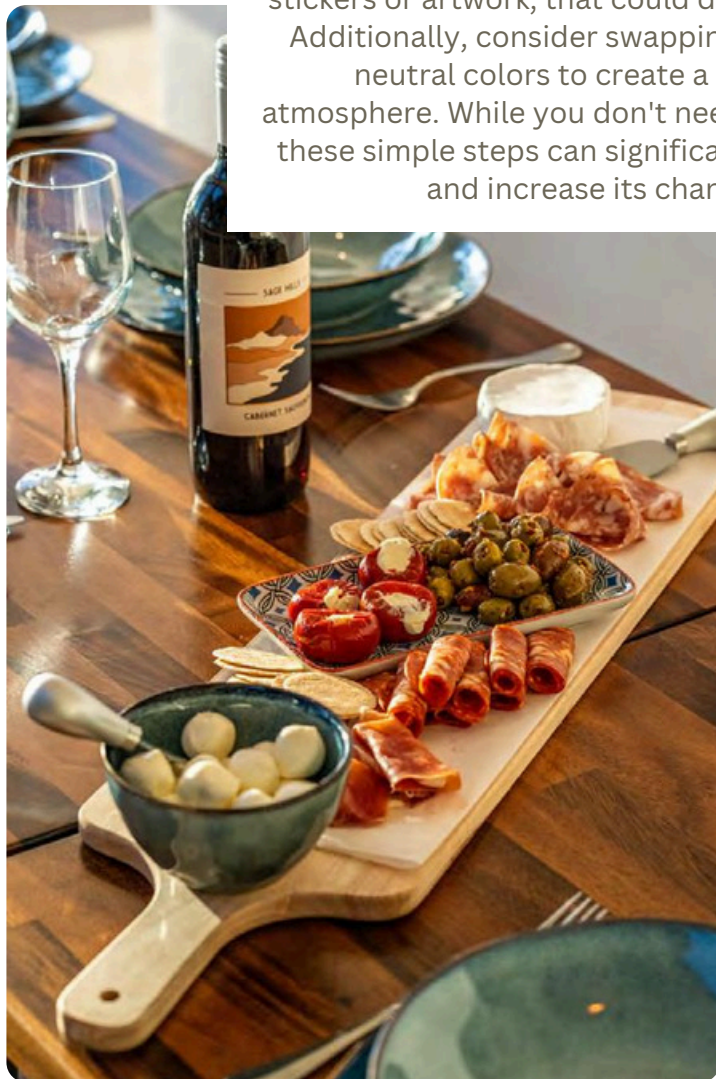




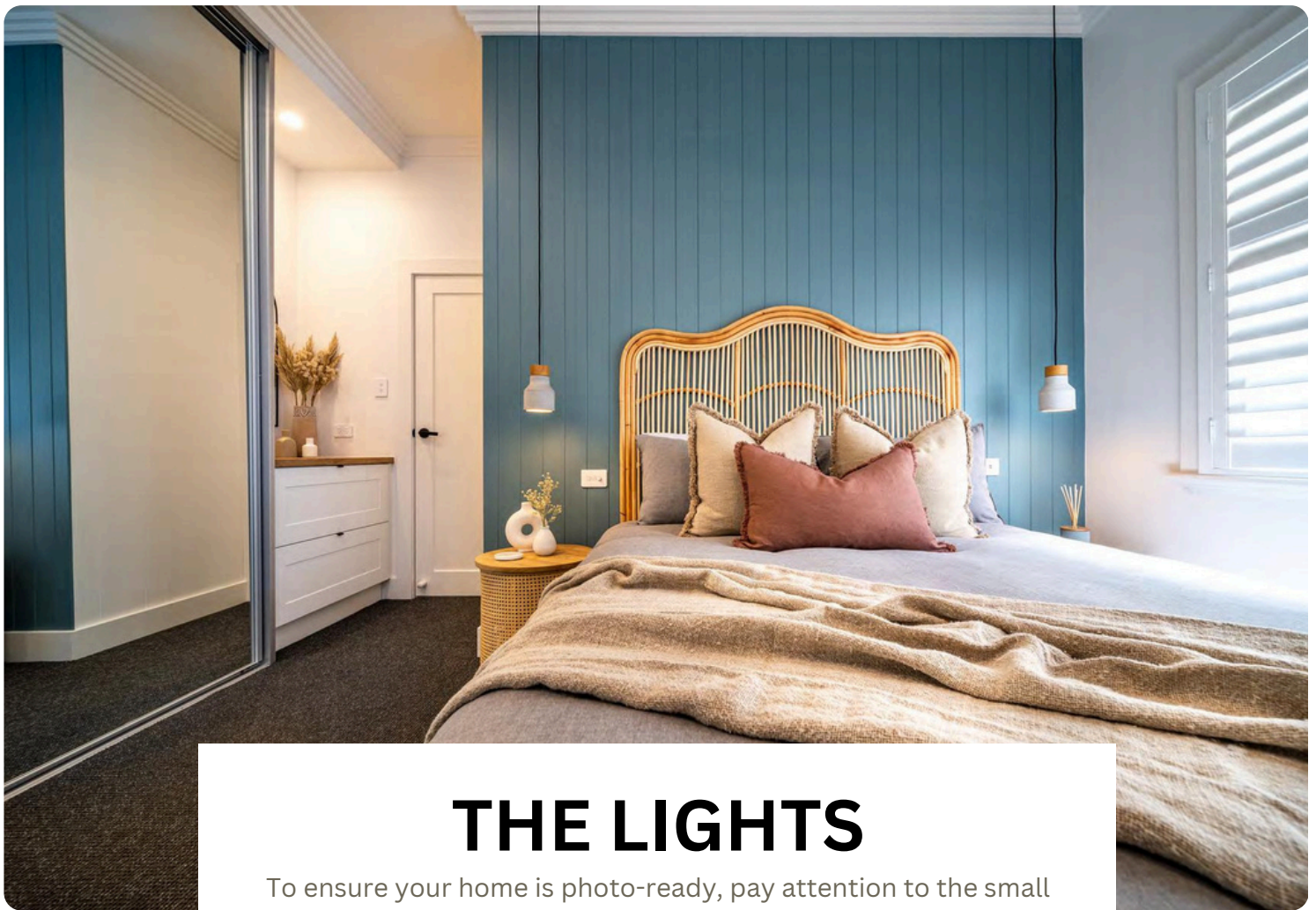


# NEUTRALISE

It is essential to neutralize the space as much as possible before the photo shoot. This involves removing any personal items, such as stickers or artwork, that could distract from the property's features. Additionally, consider swapping out any bedding or curtains with neutral colors to create a more welcoming and versatile atmosphere. While you don't need to go overboard with renovations, these simple steps can significantly enhance the property's appeal and increase its chances of attracting buyers.

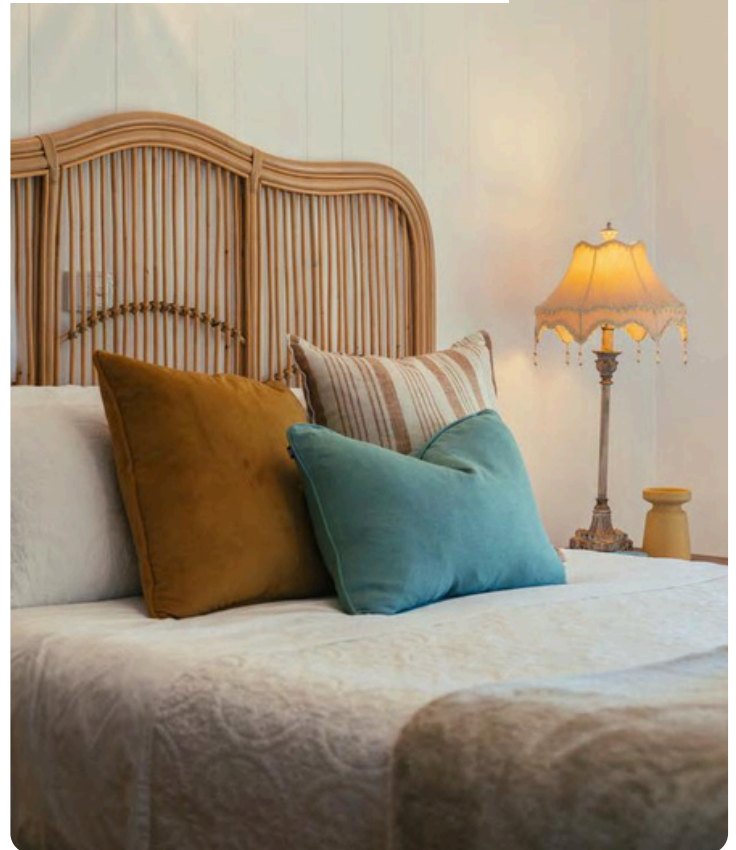
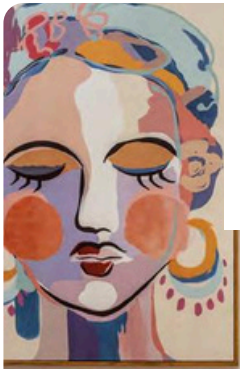




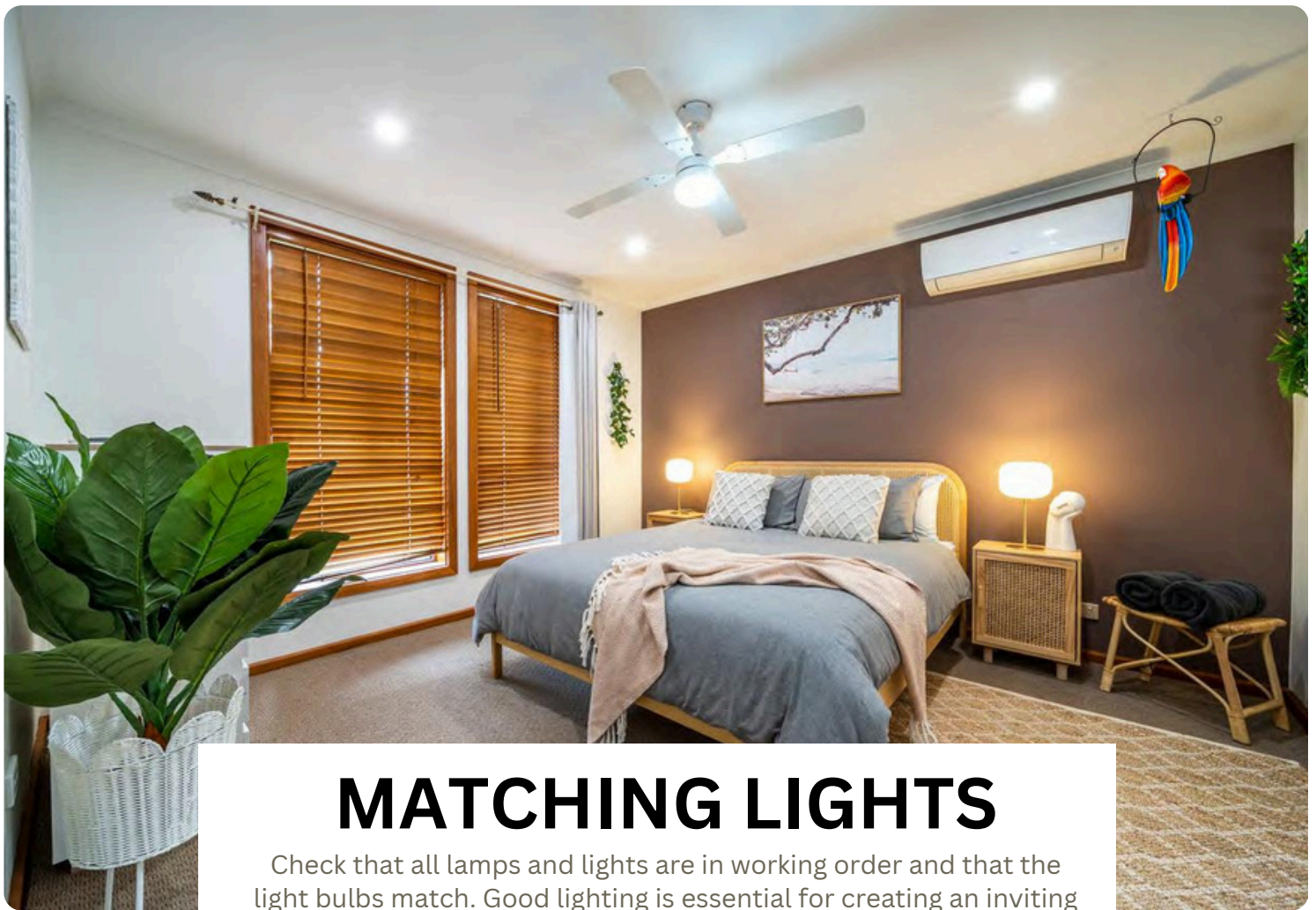


## THE LIGHTS

To ensure your home is photo-ready, pay attention to the small details. One simple yet often overlooked step is to turn on all the lights. Even in a well-maintained home, light bulbs can burn out unnoticed. Take a few minutes to check every light fixture, from ceiling fans to kitchen sinks. This will not only create a brighter and more inviting space but also prevent any embarrassing discoveries during a photoshoot.

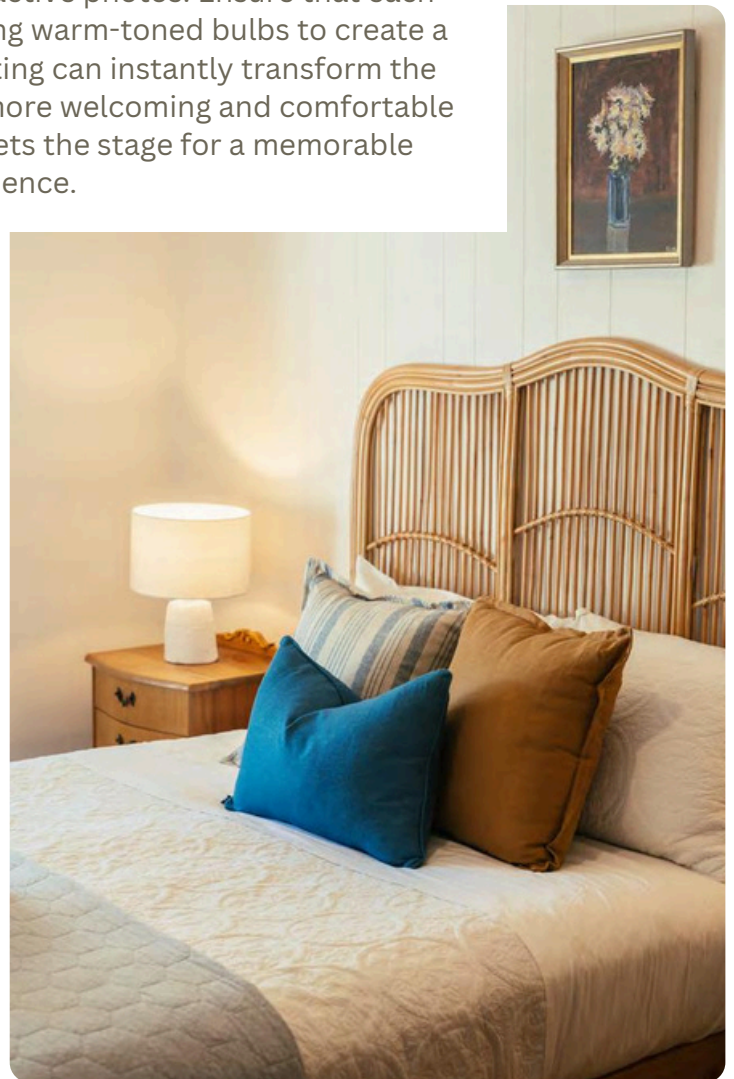
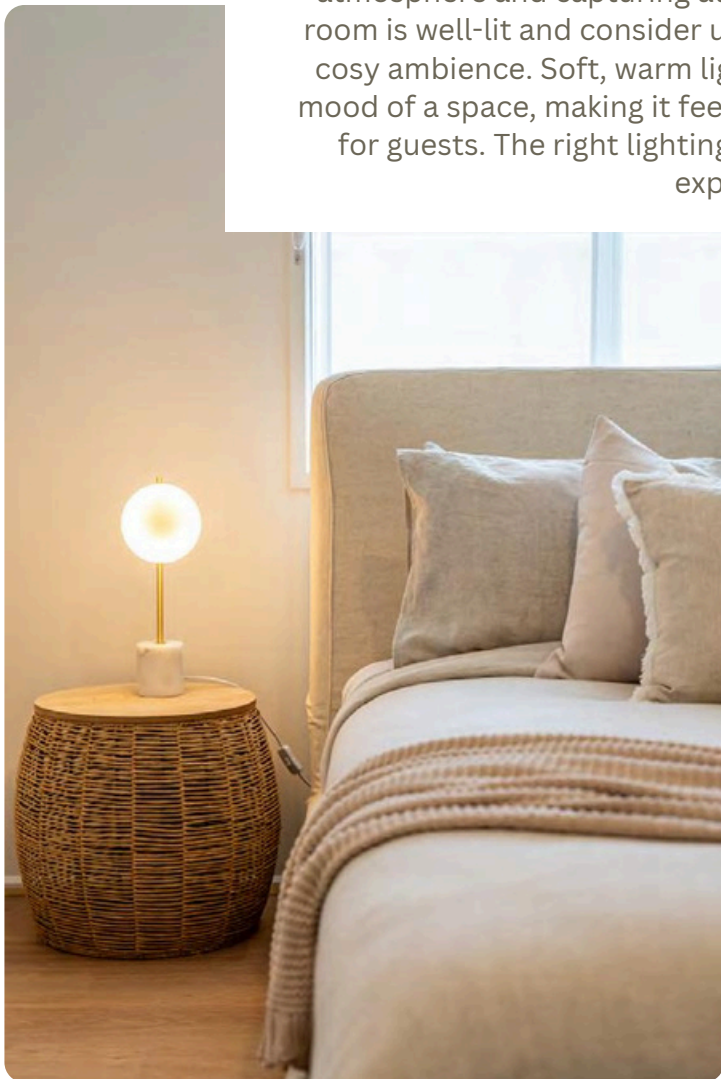






## MATCHING LIGHTS

Check that all lamps and lights are in working order and that the light bulbs match. Good lighting is essential for creating an inviting atmosphere and capturing attractive photos. Ensure that each room is well-lit and consider using warm-toned bulbs to create a cosy ambience. Soft, warm lighting can instantly transform the mood of a space, making it feel more welcoming and comfortable for guests. The right lighting sets the stage for a memorable experience.





# PRE SHOOT CHECK LIST

## **Cleanliness:**

Clean and tidy all areas, including living spaces, bedrooms, bathrooms, kitchen, and outdoor spaces.

Remove clutter and personal items to create a clean and appealing environment.

## **Styling:**

Arrange furniture and decor in a way that showcases the space and highlights its best features.

Use tasteful decor elements to create an inviting and visually appealing atmosphere.

## **Lighting:**

Ensure all lamps and light fixtures are working properly and have suitable bulbs.

Open curtains and blinds to maximise natural light and create a bright and airy feel.

## **Beds and Linens:**

Make beds with fresh, neatly pressed linens. Fluff pillows and cushions to create an inviting and cosy look.

## **Table Settings:**

Set the dining table with clean and attractive tableware, including plates, glasses, and cutlery.

Consider adding a centerpiece or decorative elements to enhance the dining area.

## **Outdoor Spaces:**

Clean and tidy outdoor areas, including patios, balconies, and gardens.

Arrange outdoor furniture and create inviting seating areas for a welcoming outdoor experience.

## **Attention to Detail:**

Pay attention to small details such as properly aligned artwork, straightened curtains, and well-arranged accessories.

Remove unnecessary or distracting items from view to create a clean and visually pleasing environment.

## **Collaboration with the Photographer:**

Discuss specific shots or angles you would like to capture during the photoshoot.

Share your vision and desired atmosphere for the photos to align with your branding and target audience.

