



J FUERST

real estate photography



Preparing for your Photoshoot

DONT PANIC!

We know that selling your home is a HUGE amount of work. The list of things that need to be done can sometimes seem endless, and it can be incredibly stressful! The first thing to remember is that you always only get what you put into things.

In selling a house this translates into finding the best ways to prepare for the sale, and the best professionals to help you do it within your budget! A little bit of investment can go a LONG way toward selling your house faster and possibly for more money!

We recommend speaking to your realtor about options for staging your house. They may have a professional stager that they often work with, or they may be one themselves! We at J Fuerst would also be glad to answer any questions you might have.

While we want to help as much as we can, our photographers must focus on what they do best - taking amazing pictures! Please make sure your house is fully prepared BEFORE the photographer gets there. Here is a checklist to help you get everything ready for your photo shoot!

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Outside

Ramp up that curb appeal!



- Put garbage bins inside the garage
- Wind up garden hoses
- Remove all toys from yard- put in garage
- Open umbrella on the patio
- Remove cover from grill- place cover in garage.
- Put dog kennel in garage
- Pick up dog poop please! :)

Living Room

A place to impress your guests!

Remove all items from shelving & surface areas like coffee tables, end tables, bookshelves, etc. Some examples are:

- remote controls
- newspapers, magazines, etc.
- decorative knick knacks

Also remove...

- dog/cat beds
- garbage bins
- any personal artwork/photos hanging on the walls
- make sure all lamps are on & functional
- hide electrical cords as much as possible
- vacuum & clean clean clean!
- potentially add a centerpiece to tabletops



Kitchen

The heart of the home



- Remove all appliances & clutter from countertops
- Clean appliances
- Remove the following:
 - magnets from refrigerator
 - hand towels from oven & fridge
 - candles from stove
 - pots/pans/tea pots from stove
 - dirty dishes from the sink
 - all sink drainplugs and dishrags

Bathrooms and Laundry Rooms

Necessary for any living space, and the cleaner the better!

- Get rid of all products in the shower & sink
- Remove garbage bin
- Put nice bath towels out
- Remove clothes from front loading washing machine & dryer
- Remove all washing/cleaning products
- Clean bathroom mirrors/countertops
- Put the toilet seat down in all bathrooms



Bedrooms

Pretend this is a destination hotel, how would you want it to look?



- Declutter and remove all items from vanity, bedside tables, dressers, etc.
- Clean and smooth out bedding
- Clean closet
- Place one or two decorative items on the dressers

Pat yourself on the back, because the fact that you are reading this document means you are already taking the first steps to making sure your home sells!



Finishing Touches

Sometimes its the little things that matter the most!



Before your photographer arrives:

- Turn on all lights
- Add simple centerpieces to tables
- Close all windows/ Open all blinds
- Arrange rooms to show how they are best used
- Turn off fireplaces (we can add a fire later)
- Turn off tv screens (we can add a nice look later)
- Turn off ceiling fans

Simple = Sells!

Dont Forget!

Last but not least!

- Have kids stay at Grandma's
- Remove pets from the property or keep them inside a room not being photographed
- Park cars out of sight or in the garage
- Be sure to tuck away pet toys, food dishes, etc.
- Try putting extra things in the garage or closets
- Make sure there aren't any appointments for landscaping, yard work, painting, etc. scheduled for the day of your shoot

"Hiding" things on one side of the bed or in the corner may not be good enough!



Why all this hard work!?

I will just wait for the photographer to get here and help out!



Staging your home for a photo shoot is a lot of hard work! We promise it will be worth it. There are tons of things to do and think about!

Lets look at the photo to the left for some examples of things that should be removed.

All of the circled items really need to be removed before the photographer arrives! Why?

Lets break it down:

-If the towel on the oven is removed, that will draw attention away from the towel to the clutter on the counter.

-If the clutter on the counter is cleaned up that will draw attention to the clutter on top of the fridge.

-If that clutter is cleaned, the next pile will become the focus of attention.

If the photographer is the one doing the cleaning, eventually the whole place will be immaculate, but they may be late to their next shoot!

What if that shoot was your house? BAD NEWS BEARS!



We can't wait to see you at your shoot!

All that hard work is going to pay off :)



It can be hard enough simply making the decision to sell your home, let alone transforming it into a place you barely recognize. This is why you have the best team of professionals available to help!

We have a tight schedule and want to make sure that we can devote all of our attention to making your home look awesome with amazing photographs!

Please make sure that your home is completely photo ready before the start of our shoot.

Remember the general rule is to DECLUTTER and CLEAN UP your home! Prepare everything as you would for an open house or showing. These photos will likely be your buyers first impression of your home. You want to get them in the door!

We hope this was helpful, and we look forward to seeing you at your shoot! Please feel free to contact us with any questions. We are here to help!