



WEB APPEAL IS THE NEW CURB APPEAL

Following the basic advice listed below will improve your chances to sell your home in the least amount of time and at the best possible price!

LIGHTS

- ❖ Turn on all interior lights. To produce brighter, more natural looking light for photos and showing, consider replacing bulbs with Daylight LED bulbs with a light appearance of 5000K. (Philips & Walmart Great Value)
- ❖ Make sure light bulbs are inserted and working.
- ❖ Turn ceiling fans, televisions and computer screens off.
- ❖ Open blinds and window treatments to showcase the view and let in light.

KITCHEN/Dining

- ❖ Clear off and clean countertops, sink area, etc.
- ❖ Tuck trash cans out of view in a closet or cupboard
- ❖ Remove photos, notes and papers from refrigerator
- ❖ Put away pot holders, paper towels and remove all hanging towels.
- ❖ Optional – Nice touch to set the dining room table

BEDROOMS

- ❖ Make all beds and tidy bedrooms
- ❖ Clothes hung or folded and put away

BATHROOMS

- ❖ Toilet lids down.
- ❖ Clear off counter tops.
- ❖ Soaps, razors, washcloths put away.
- ❖ One set of towels in rack

PETS

- ❖ Contain pets in garage or out of sight as I normally do not photograph the garage.
- ❖ Hide anything animal related – litter boxes, dog beds, toys, food bowls, etc.

OUTSIDE

- ❖ Remove all garden tools including hoses and sprinklers.
- ❖ Mow and rake yard.
- ❖ Remove all vehicles from driveways and do not park directly in front of the house.
- ❖ Move garbage cans out of sight.
- ❖ If there is a pool – clean, hide cleaning tools and hoses, turn on lights, fountains, etc. clean and arrange outdoor furniture.

GENERAL

- ❖ De-clutter – less is more in real estate photos.
- ❖ Hide electrical cords where possible.
- ❖ If you have nice flooring, remove floor rugs.
- ❖ Only one decorative throw on furniture.
- ❖ Remove personal items and pictures.
- ❖ Remove piles of newspaper and magazines.
- ❖ Let me know if your home contains works of art that you do not want photographed.
- ❖ If you have special features of your home that you specifically want photographed, please let me know so that they are included in the shoot!