



# Photography that *Sells*



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# Photography Checklist

Close to 99% of buyers start their home search online by browsing photos on Zillow, Realtor.com etc. This is why photography is so very important. Below you will find tips to get your home ready for Real Estate Photography from our favorite photographer, Cathy Pascarella!

## EXTERIOR

- Mow the lawn, clean up any yard debris, store mower out of sight
- Bushes and trees should be trimmed to show clear view of house. A fresh layer of mulch always looks good in pictures.
- Enhance curb appeal with a front door wreath, pots of greenery or fresh flowers.
- Sweep the driveways, patios and sidewalks.
- Put deck/patio umbrellas up in season and remove the barbecue covers (clean barbecue)
- Remove all trash cans, garden tools, garden hoses and sprinklers from view.
- All cars need to be in the garage or parked out of view of the home. Garage doors closed.
- Pool equipment out of the pool and out of sight.
- Please pick up pet waste.

## INTERIOR

- De-Clutter - Too much stuff creates chaos and makes the house feel small. A stripped bare home feels cold and empty. A few well placed accessories are key.
- Clean up - For pictures, the house does not need to be spotless but please clean countertops, mirrors and windows.
  - Hide all newspapers and magazines
  - Conceal electrical cords
  - Put toys in closet or other area that won't be photographed like garage

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## ROOM-BY-ROOM

### KITCHEN

- Remove all photos and magnets from refrigerator.
- Make sure there aren't any dirty dishes in the sink, or any food visible.
- A few appliances on the countertop are fine, as long as they are in good condition. If not, please put in the pantry.
- A few well placed accessories always nice.

### BATHROOMS

- Clean to a shine the mirrors, glass on shower doors, faucets and countertops.
- Remove wet towels, toothbrushes, bathrobes (even behind the door), Kleenex boxes and toilet brushes, etc. Clean shower and remove shampoos, razors, soaps etc.
- Check the light bulbs above mirrors to make sure they are working - make sure bulbs are all the same.
- Put toilet seat down.
- I typically photograph bathrooms without the rugs so you can see the flooring, unless you feel that the rug adds to the design. No need to buy new rugs for pictures.
- New, clean, white towels typically look great in most bathrooms. A small succulent plant often looks nice next to the sink.

### BEDROOMS

- Make the beds, being sure to smooth out the bedspreads. Leave only a few items on the dresser, a carefully placed flower or succulent can really brighten up a room.
- Close all dresser drawers, put any clothes in the closet. I can often see items under the bed so you may want to remove them.
- For the children's room - Please put as many toys away that you can. A stuffed animal on a chair or on the bed can be used to decorate. Some books on a shelf or a rocking horse in the corner can be cute, but stay away from a lot of clutter and plastic toys.

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## GARAGES, STORAGE ROOMS, CLOSETS AND UTILITY ROOMS

- I typically do not photograph garages unless there is an extraordinary feature like built-ins or epoxy flooring. If you and your agent would like it photographed, please clean and organize.
- I do sometimes photograph storage rooms as this can be an important feature for some homes. If you and your agent would like it photographed, please clean and organize.
- I do not photograph most closets but some homes have built in shelving in the master closet. If you and your agent would like it photographed, please clean and organize to eliminate clutter.
- It is highly unlikely I will photograph a Utility room

## UNFINISHED BASEMENTS

- If the basement is organized or empty and it can be finished, then I will photograph it.

## ON THE DAY OF PHOTOGRAPHY

- Please have the house ready for your scheduled time.
- Please have the house cleaned and staged prior to my arrival.
- Please turn on all lights and arrange all blinds and drapes as you would like them.
- Please have cars removed from the driveway or from in front of the house prior to my arrival.
- Please have pets either removed from the home or secured in a room that we can photograph last. I LOVE all pets but this just makes your session go smoother.
- Please have the outdoor living space staged - flowers, umbrella opened, cushions on the chairs and barbecue grill cover off and grill cleaned.
- The garage is a great place to store things while I'm there. Please move all clutter to the garage, as it is unlikely that it will be photographed.
- Finally, you should expect me to be at your home for 1 ½ to 3 hours, depending on the size of your home. Most Real Estate agents meet me there and the homeowners will either go get a bite to eat or they are at work. It isn't necessary for you to be present while we photograph your home.

Thank you, I am looking forward to photographing your beautiful home!

- Cathy

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# Have questions?

I'm here to help!

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