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Consulting Architect & Real Estate Photographer

Many sellers are listing the homes in which they have lived for many years and have created their own sense of place with furnishings and décor. While this makes their house their home it does not always translate well in photographs viewed by potential buyers. It is important to adjust to a new phase in your lives. As soon as you decide to make the commitment to sell your home, you need to think of it as a product and don't take it personally.

Minimal staging and decorating are often helpful but furniture and decorations that are too large or too tall can create unwanted distractions in photographs. Large furniture or abundant furnishings can block and distract from showing the qualities of your home. While they are familiar parts of our daily lives, our displays of personal photos, souvenirs, collections and decorations will often appear as distracting clutter in photographs. Your home will photograph best if some of these furnishings, especially large and tall items can be removed, at least during the shoot.

Bold colors and decorative color schemes can also distract from the qualities of your home, especially in the photographs. If possible, repaint these areas with light neutral colors.

For photos that best represent your home to potential buyers you should consider the following check list of suggestions before the photographer arrives. Following these steps will help your property photograph and show it's best to the buying public.

- **Interior:**
 - Be sure all lights and lamps have bulbs and work properly. *
 - Remove personal and distracting articles from vanities, showers, tubs, mantels, and furniture.
 - Remove appliances (toasters, mixers, coffee makers, microwave ovens, toaster ovens and large decorations) from kitchen counters and tables. A few items on the counter tops can be a nice touch but minimize large items.
 - Put away food.
 - Remove magnets, notes and pictures from refrigerators, mirrors and bulletin boards.
 - Remove personal photos.
 - Remove pet accessories including food and water bowls, beds, toys, gates, kennels and cages.
 - Remove or put away children's toys, especially large items.
 - Remove packing boxes, storage containers, cleaning supplies, paint supplies and tools and equipment.
 - Remove unnecessary furniture especially large chairs, tall hutches and large display cabinets.
- **Exterior:**
 - Remove garden hoses, hose reels, buckets, yard tools, cleaning equipment, excess patio furniture and garbage cans.
 - Remove vehicles and trailers. Both in driveways and in front of house.
 - Remove pet accessories including food and water bowls, beds, toys, kennels and cages.
 - Remove children's toys.

We look forward to presenting your home to potential buyers with the best possible professional photography. Your help with getting it ready will make a huge difference and is greatly appreciated

*Lighting is important. Using matching bulbs (ie incandescent, fluorescent, halogen or LED) listed as "Daylight" or "Soft White" will make a big difference.