

PREPARE YOUR PROPERTY FOR A PHOTO SHOOT



This document will serve as an intermediary between the photographer and the client. In this guide, you will find the steps to follow to prepare your property for a photo session. Photos displaying a clean property capture more attention from buyers. By ensuring cleanliness and order, you highlight the positive aspects of your home and foster a better emotional connection with potential buyers. Simple preparation can thus maximize the visual appeal of your property.

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1. GENERAL GUIDELINES

- It is crucial to prepare the property before the session. It should look clean and organized.
- Turn on all lights inside and outside the property to ensure maximum illumination. This will help warm up the atmosphere for the photographs.
- Replace any burnt-out bulbs.
- If you have pets, keep them in a separate room to prevent them from appearing in the photos.
- To avoid appearing in the photos, stay behind the photographer who uses a wide-angle lens to capture a larger area.
- Turn off all televisions and/or computer screens.
- Clean your mirrors, sinks, and appliances well.
- Remove any dust that might be visible on the camera.
- Remove any dust or dirt on the floor that might be visible on the camera.
- Place remote controls and chargers so they are not visible.
- Minimize personal photos and items.
- Organize shelves.
- Remove excess furniture and accessories.
- Declutter countertops and visible surfaces.
- Horizontal blinds should be lowered but open the slats to see outside.
- Vertical blinds should be fully opened.
- Turn off fans; store portable fans.
- Vacuum the carpets.
- Tidy away toys and video games.

2. GUIDE FOR EXTERIOR PHOTOGRAPHY

- Park your car in the garage and/or, if possible, on the other side of the street to avoid obstructing the view of the entire property. This will give the photographer a better perspective of the property's facade.
- Remove any items that might distract from the style of your property: garbage containers, hockey nets, shovels, old newspapers, magazines, advertising bags, etc.
- In winter, clear snow from the driveway and parking areas, including steps and staircases.
- In winter, apply a suitable anti-slip product to prevent slippery surfaces.
- Ensure that the landscaping is refreshed (plants, grass, etc.).
- Remove debris, branches, leaves, etc.
- Remove dead plants/trees.
- Sweep the outdoor area and pathways.
- Remove visible foliage from the roof and gutters.
- Spread fresh mulch (optional).
- Store away hoses and carts.
- Store outdoor tools and equipment.
- Store toys, bicycles, etc.
- Store the barbecue and accessories or clean them.
- Wash windows and glass doors.
- Clean outdoor furniture.
- Store outdoor pillows and umbrellas.
- Straighten outdoor furniture.
- Remove clothes hung on the clothesline.
- Especially in winter, ensure that the photographer can access the yard by clearing a pathway through the property.
- If you have pets, please check that any waste has been cleaned up from the yard.

3. GUIDE FOR INTERIOR PHOTOGRAPHY (VESTIBULE)

- Store away shoes, boots, umbrellas, and others in the entrance hall.
- Remove all small rugs or carpets from the entrance hall floor unless necessary due to weather conditions.

4. GUIDE FOR INTERIOR PHOTOGRAPHY (LIVING ROOM)

- Maintain a relaxed look in the living room! To do this, remove unused instruments, excessive decorative pillows (keep two or three at most), scattered remote controls, and excess picture frames. Aim for minimalism in the photos.

5. GUIDE FOR INTERIOR PHOTOGRAPHY (KITCHEN)

- Remove all items from the countertops, including bread boxes, food, dirty dishes, pots, and pans in the sink.
- Clean the toaster (remove all bread crumbs).
- To avoid the impression that you are hiding any imperfections in the floor coverings (like broken tiles, ceramics, etc.), remove any mats and rugs from the kitchen floor.
- Remove any dish towels hanging from the door or any other items hanging from the cabinets.
- Depersonalize the space: remove all personal photos, drawings, memorabilia, and magnets from your refrigerator.
- Dispose of all visible waste/trash bins before the photo session.
- If you have pets, store all feeders/bowls. Bird cages can stay since they are generally heavy, but they may need to be moved.

6. GUIDE FOR INTERIOR PHOTOGRAPHY (BEDROOM)

- Remove or hide unnecessary items, such as exercise equipment and mats (bicycles, treadmills, etc.). Ensure that the beds are properly made in each bedroom. Eliminate any wrinkles.
- Remove from view any clothes, toys, games, smartphones, and computers that are not neatly arranged.
- Remove or hide unnecessary items, such as exercise equipment and mats (bicycles, treadmills, etc.).
- Declutter and depersonalize the bedside tables.
- Organize children's rooms and eliminate clutter.
- Store away items hanging behind the door.
- Remove all items behind the door.

7. GUIDE FOR INTERIOR PHOTOGRAPHY (BATHROOM/WASHROOM)

- Lower the toilet seat.
- Put aside used towels, bathrobes, or other items hanging behind the door.
- Store away bottles, soaps, and shampoos.
- Remove toothbrushes and any other products such as tissue boxes, wastebaskets, baskets, and other non-aesthetic items.
- Remove small rugs and floor coverings from the bathroom floor.
- Remove all items behind the door.

8. GUIDE FOR EXTERIOR PHOTOGRAPHY (POOL/SPA)

- Ensure cleanliness.
- Remove dirt from the bottom and clear any floating debris.
- Remove the cover, floating chlorine dispenser, pool broom, and pool toys.
- Straighten lounge chairs, store tools, and set up your umbrella if you have one.
- Turn on the pool lights, spa bubbles, and waterfalls.

9. ABOUT THE PHOTO SHOOTS

This document aims to optimize the presentation of your property. If, upon my arrival, the guidelines are not followed or if the property is not suitable for photos, I reserve the right to cancel the session and schedule a new date. The session will begin with capturing the interior rooms, followed by exterior photos of the property. It should be noted that carports, closets, tool sheds, utility rooms, and garages are generally not included in the shoot. These areas are ideal for storing unwanted items that should not be featured in the photos.

During the photo session, if necessary, I may suggest additional recommendations. The approximate duration of each session is about 1 to 1½ hours. For any specific requests, please inform me before the session starts. If you have individual photos of your property that you would like to include, please submit them to your real estate agent. It would not be appropriate for me to show you the images directly from my camera during the photo session (detailed explanations of this policy can be provided on-site). Rest assured that the photos will be selected, edited, and made available to your broker as soon as possible.

For any additional information, do not hesitate to contact me via the contact details below or through your real estate agent.

Looking forward to seeing you at the photo session.

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