



Showcasing your properties to get them noticed.

## *How to have your home photo-ready*

At Cape Fear Image, our goal is to showcase your property in the best possible light, remaining true to reality. We aim to strike a balance between beautiful photos that inspire a potential buyer to request a showing, and beautiful photos that do not over-sell the house, leaving the potential buyer underwhelmed when they walk in.

*To prepare for the photographer's arrival, here are some tips and notes:*

- When it comes to showcasing your home, less really is more. Less stuff and less furniture, where possible, will help the home to look more spacious and inviting. See our detailed checklist below for help with ideas.
- If no one will be home, please ensure that your home is ready when we arrive. We will adjust blinds and lighting as needed, but will not move items around or tidy up. Please secure all pets.
- If someone will be home, please ensure that your home is ready when we arrive. Please secure all pets, either on a leash or in the garage. We love pets, especially if they are friendly, but they tend to photo-bomb the pictures, risk knocking over our equipment, and generally slow things down. The same can be said for children, but all we ask is that they remain in a different room than the one we are shooting at that time.

*Checklist for the perfect, photo-ready home:*

\*\* We recommend doing as many of these as you possibly can. Remember, our eyes are great at compensating and overlooking things, but a camera will be brutally honest.

*Outside:*

- ✓ Sweep off driveway, decks and porches
- ✓ Mow the grass and clean up the yard
- ✓ Move the grill, trash cans, and hoses into a garage or shed



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- ✓ Uncover and clean the pool
- ✓ Straighten out deck/patio furniture, open patio umbrellas
- ✓ Remove security signs from the yard
- ✓ Remove any outdoor flags, as they don't photograph well
- ✓ Move cars, trailers and boats from the driveway and yard if possible

*Inside:*

- ✓ Put all trash cans (including bathroom trash cans) in closets or the garage
- ✓ Turn off ceiling fans
- ✓ Hide any visible cords, such as computer, lamps, etc.
- ✓ Clear your home of clutter (put extra items in closets or in the garage)
- ✓ Make the beds
- ✓ Clear off any small tables, or leave only an item or two
- ✓ Close the toilets and pull the shower curtains closed (exception to this is a spectacular shower area that would be a selling feature)
- ✓ Put away all bathroom items such as toiletries, plungers and hair dryers
- ✓ Only leave towels out if they truly match décor and are folded / hung neatly
- ✓ Clear the kitchen counters of small appliances, clutter and dishes
- ✓ Remove any holiday décor
- ✓ Put away any pet beds, bowls, toys or leashes
- ✓ We will NOT take photos of garage or closets unless asked to, or they are particularly notable to assist the sale