



Preparing Your Home for Photos

A simple checklist to help your home look its best for a professional photography session.

1. Declutter Every Space

Clutter distracts from the features buyers want to see.

What to do:

- Clear countertops in kitchens and bathrooms
- Remove excess décor, magnets from the fridge, and piles of mail
- Store small appliances (toaster, coffee makers) out of sight
- Put personal items (toiletries, photos) away

Why it matters:

Clean, open spaces look larger and more inviting. Photographs that show rooms with minimal distractions help potential buyers focus on *structure and flow* — not stuff.

2. Clean Top to Bottom

A sparkling home always photographs better.

Focus on:

- Windows and mirrors (let in more light)
- Floors (vacuum, sweep, mop)
- Baseboards and light fixtures
- Bathrooms and kitchen surfaces

Bonus:

If time allows, steam clean carpets and polish hardwood floors — this makes a subtle but noticeable impact in photos.

3. Let the Light In

Lighting transforms your photos.



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Before the shoot:

- Open all blinds and curtains
- Turn on all lights (include lamps)
- Replace any burnt-out bulbs with daylight bulbs if possible

Why it works:

Natural light brightens spaces and makes them feel more welcoming. Well-lit rooms also reduce shadows and create clearer, more professional images.

4. Stage for Flow and Function

Buyers want to *visualize living* in the space.

Staging tips:

- Arrange furniture to show clear walkways
- Add simple décor like a bowl of fruit or fresh flowers
- Fluff pillows and fold throws neatly
- Set the dining table simply

Keep it neutral:

Bold colours and oversized décor can distract — aim for balance that feels inviting and spacious.

5. Tidy Outdoor Areas

Don't forget curb appeal — it sets expectations.

Quick outdoor prep:

- Mow the lawn and trim bushes
- Sweep patios, decks, and walkways
- Winter: Shovel driveways, walkways and decks
- Remove toys, hoses, and tools
- Add simple touches (planters, welcome mat)

Why this matters:

Exterior shots are often the first photo buyers see online. A well-kept outdoor space signals that the home has been cared for.



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6. Coordinate with Your Photographer

Great photos are a collaboration.

Before your shoot:

- Share any recent upgrades or features you want highlighted
- Ask about ideal timing (e.g., morning light vs afternoon)
- Confirm arrival time and access instructions

Pro tip:

Discussing the property ahead of time helps the photographer plan and capture what matters most.

7. Final Walkthrough Before the Camera Arrives

Take one last lap through the home:

- ☐ Are beds made and surfaces clear?
- ☐ Are pet bowls and litter boxes out of sight?
- ☐ Are cords and clutter hidden?

A quick final check ensures everything looks intentional and polished.

Final Thoughts

Preparing a home for photos doesn't have to be overwhelming. With thoughtful organization, cleaning, and a few styling touches, you can help your property make a *strong first impression online* — which often leads to *more views, more showings, and better offers*.