



## **How to Prepare Your Home for A Photography Shoot**

Selling your home is like selling a product - it must be marketed correctly to reach a specific buyer. Although your furnishings and decor are great for your lifestyle, it's important to optimize your home for the future buyer. The photographer does not clean nor move furniture. The home must be "photo-ready" when they arrive.

### **General**

- Thoroughly clean whole house (vacuum carpet, mop hard floors, clean countertops, clean windows) prior to the photographer arriving.
- Turn all overhead lights and lamps ON
- Replace all burned out light bulbs
- Use bulbs of the same temperature (ALL incandescent or ALL compact fluorescent)
- Turn all ceiling fans OFF
- Turn all TVs OFF
- Turn all computer screens OFF
- Open blinds/window treatments to let in outside light
- Remove personal photographs (or replace with general landscape/object photographs). Make sure ALL personal information is out of plain sight.
- Make all beds
- Remove small floor rugs to reveal actual flooring
- Place all shoes/jackets in closets
- Have everything that you don't want photographed stored or put away. Please don't plan to move items from room to room as the photographer is shooting as this will greatly increase the amount of time that the shoot will take.
- Have temperature set between 65-75 degrees.

### **Exterior (Think Curb Appeal as this is the first thing online viewers see)**

- Close garage doors
- Remove cars from driveway and front of home
- Clean up landscaping (mow, trim shrubs, clear leaves)
- Remove empty planters
- Use broom to remove cobwebs from eaves and door frames
- Remove visible water hoses
- Remove toys, sports balls, basketball goals, soccer goals, etc.
- Clean porch, tidy up outdoor tables/chairs/cushions

### **Back Yard (Think Oasis)**

- Pillows/cushions should be fresh, not faded
- Clear out kid's toys, balls, frisbees, etc.
- Clean pool
- Remove pool vacuum/cleaner hose
- Hide pool cleaning supplies
- Turn on pool fountains/water features
- Remove visible water hoses
- Remove trash cans

### **Kitchen (This is a major focal point)**

- Clear countertops completely. No knife blocks, baking supplies, mail, etc.
- Leave out max of one small appliance (ex. coffee maker)
- Clear outside of refrigerator of magnets, papers, photos, etc.
- Hide garbage cans in pantry or closet
- Remove dishes from sink, place in dishwasher

### **Dining Room/Table (Allow buyers to imagine a nice family meal)**

- Clear table, dust and polish the table top
- Use decorative place setting if available
- Feature one center piece such as a bouquet of flowers
- Straighten all chairs and space them evenly
- Remove child seats/booster chairs

### **Living/Family Room (The place to enjoy quality time with family)**

- Remove stacks of magazines, papers, mail, etc.
- De-clutter fireplace mantel/hearth (no more than 5 items, including art)
- Clean interior of fireplace and re-paint if needed
- Fluff and arrange furniture pillows
- Remove kid's toys

### **Master Bedroom (Where you rest and recharge...think serenity)**

- Make bed, including decorative pillows/shams if available
- Press bed linens and bed skirts
- Clear nightstands of all personal items
- Store away phone/tablet charging cables
- Remove all clutter from top of dressers
- Remove family photos from walls
- Clean under bed, removing items that may show in the photos

### **Kids/Guest Bedrooms**

- Remove personalized names from walls
- Remove wall stickers/posters
- Remove diaper genies
- Clean under bed, removing items that may show in the photos

### **Bathrooms (Think Spa...no personal items)**

- Clear countertops completely. No soap, toothbrushes, medications, deodorant, etc.
- Put toilet seats down
- Close closet doors
- Remove shampoo, soap, loofahs, etc. from showers and tubs
- Remove dirty towels - leave out only new, unused towels
- Remove floor mats

### **Pets (Look to minimize presence)**

- Place food and water bowls in pantry or closet
- Place pet beds/toys in pantry or closet
- Use lint roller on furniture to remove pet hair
- Contain pets in hidden crate or outside (See Matterport considerations below)
- Clear back yard of pet waste/toys

### **Special Considerations for Matterport 3D Photography**

- Pets are great, but curious. The sound of the camera attracts their attention and often pets are found in final scans because the photographer is also not present in the room as the scan is made. Therefore, please make arrangements to have pets stay at a neighbor's house or at a friend's house. If not possible, maybe take them for a walk while the scanning is taking place. Leaving them in the yard does not always work since they can frequently be seen through the windows.
- Matterport Floorplans (if requested) will only show areas that are actually scanned. If you choose not to scan the garage, for example, then the garage will not show up on the floorplan. The exception to this rule are closets. Even though in most cases we don't scan closets, the floorplan will indicate their presence.
- Personal photos and personal information should be removed prior to the scan if you don't wish to have them be seen on the internet. While Matterport software CAN blur faces on many photos, it does not always guarantee that a face will be recognized and blurred. Therefore, if this is an area of concern for you, please remove all personal photos and information from plain view.
- Matterport is virtually like walking through your home. If you can see it while walking around, the camera will see it. Be sure to thoroughly hide all items that you don't want the world to see.

- Once the home is set for a Matterport scan, you cannot move any items such as furniture, doors, lighting, etc. This will “confuse” the camera as it is looking for items and lighting to be consistent from shot to shot.
- You are welcome to be present for the Matterport scan, however, please be aware that your presence can show up on the camera in unexpected places such as reflections in windows, mirrors, appliances and other shiny surfaces. When the camera is scanning, it’s best to be on the other side of the house to avoid any such instances.
- Outdoor patios can be scanned in most cases, however it depends on the individual situation. Ask your photographer at the time of the shoot.
- Allow for approximately 1 hr per 1200 square feet to be scanned.
- Be sure all fans, TV’s and Computer Monitors are OFF.

### **Special Considerations for Aerial Photography**

- Our pilots are FAA Licensed and insured through SkyWatch. We fly according to FAA Part 107 rules and regulations.
- There is quite a bit of controlled airspace in Central Florida. While in many cases, we are able to obtain approval to fly in controlled airspace, there are some instances where this is not possible. Specifically:
  - Within 5 miles of an airport that does not have automated approval.
  - Near Schools, Prisons, Halfway Houses, Power Utilities, Government facilities.
  - At night. We cannot fly 30 minutes before sunrise or 30 minutes after sunset.
  - Over people such as concerts and events.
  - From a moving vehicle, except for a boat.
  - The drone must always be within visual eyesight.
- If raining or the sustained wind is over 15mph, we cannot fly.
- Our maximum altitude is 400 feet AGL. In some cases, we are not allowed to go that high, depending upon the airspace that we are in.
- Let your photographer know if there are special shots that you want to have done.