

Pre-photography Checklist

Our goal is to present your property at its best. Your goal should be to present a clean, spacious, clutter-free home – the kind you’d like to buy! Photographs could possibly make or break the sale of your home, so we’ve created a checklist to help you prepare your property for photos:

CURB APPEAL

- Keep lawn mowed and shrubs trimmed
- Edge gardens and walkways
- Remove all cars from driveway
- Hide garbage cans inside garage
- Sweep walkways and driveways, remove branches, litter, and toys
- Add color and fill bare spots with plantings
- Remove mildew or moss from walls or walks with bleach and water
- Take stains off your driveway with cleaner or kitty litter
- Clean and repair patio and deck areas
- Remove any broken/worn outdoor furniture
- Make sure pool is sparkling clean
- Replace old storm/screen doors
- Check for broken/misaligned roof shingles
- Repair broken windows/shutters, replace torn screens, make sure frames and seams have solid caulking
- Hose off exterior wood and trim, replace damaged bricks or wood
- Clean and remove rust from any window A/C units or store them away
- Paint the front door and mailbox
- Add a new front door mat and consider seasonal door decoration
- Clean or repaint hardware on front door, exterior lighting fixtures, etc.
- Make sure doorbell is in working order

GENERAL INTERIOR TIPS

- Add a fresh coat of interior paint in light, neutral colors
- Shampoo carpeting, replace if necessary
- Clean, wax or refinish hardwood floors
- Clean and wash kitchen and bathroom floors
- Wash all windows, vacuum blinds, wash window sills
- Clean the fireplace
- Clean out and organize closets, add extra space by packing clothes and items you won’t need again until after you’ve moved
- Remove extra furniture, worn rugs, and items you don’t use, especially from stairs
- Repair easy fixes: loose doorknobs, cracked molding, leaky taps and toilets, squeaky doors, closet or screen doors off their tracks, etc.
- Add dished potpourri or scented candle
- Secure jewelry, cash, or other valuables

MASTER BEDROOM

- Organize furniture to create a spacious look with sitting, sleeping, and dressing areas
- Organize and minimize clutter in closets

DINING ROOM

- Polish any visible silver or crystal
- Set the table for a formal dinner to help viewers imagine entertaining here

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KITCHEN

- Make sure appliances are clean inside and out
- Make sure all appliances are in working order
- Clean often-forgotten spots: on top of fridge and under sink
- Wax or sponge floors to brilliant shine, clean baseboards
- Organize items inside cabinets, pre-pack anything you won't be using
- Keep counters as clear and empty as possible

LIVING ROOM

- Make it cozy and inviting, remove chipped or worn furniture and frayed or worn rugs
- Consider packing away personal photos
- Remove as much clutter as possible

BATHROOMS

- Remove all rust and mildew
- Make sure tile, fixtures, shower doors, are immaculate and shining
- Stow all personal hygiene items
- Put out fresh towels and linens

BASEMENT

- Sell or give away all unnecessary items
- Organize and create more space by hanging tools and placing items on shelves
- Clean water heater and drain sediment
- Change furnace filter
- Make inspection access easy
- Clean and paint concrete floors and walls
- Provide strong overhead lighting

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- Tidy up by discarding or pre-packing
- Make sure exposed insulation is visible and in good condition
- Make sure air vent is in good working order
- Provide strong overhead lighting

BEFORE EACH SHOWING APPOINTMENT

- Make sure all marketing materials are readily available in a convenient location
- Open all draperies and shades, turn on all lights
- Keep the home at a comfortable temperature
- Pick up toys and other clutter, check to make sure beds are made and clothes are put away
- Give the carpets a quick vacuuming
- Avoid using the dishwasher, washer, and dryer while your home is being shown
- Add some strategically placed fresh flowers throughout the home
- Open bathroom window for fresh air
- Store prescription drugs in a private place
- Grind fresh lemon in the garbage disposal or boil cinnamon sticks to add a fresh scent
- Turn off the TV
- Make a fire in the fireplace (optional)
- Put pets in the backyard or arrange for a friend to keep them
- Make sure pet areas are clean and 100% odor-free