



Preparing your Home for a

# PHOTOSHOOT

*Seller's Guide*



How to do this

*The Fun way*

*Checklists*  
for everything

Step by step guide to getting your property ready for a commercial real estate photoshoot



OxyVolution Studio

*GET YOUR HOME  
PHOTO-READY*



## *HOW TO START WITH A HEALTHY MINDSET?*

Start by reminding yourself to be kind to **YOURSELF**. Chances are you have lived in your home for some time now, so it is not unreasonable to feel overwhelmed by the prospect of tidying up a lifetime of memories in order to present your home in its best light. That's why having a step-by-step plan is the best strategy. Let's make one together...

## *LESS IS ALWAYS MORE*

Unless you are an experienced decorator, may I humbly suggest that you do **NOT** try to re-decorate your house for the photoshoot. It is a time trap and it can lead you down a potentially costly rabbit hole we don't want to go. Chances are you already have all the necessary embellishments you need and all you have to do is take away the rest.



## *TIPS & TRICKS FOR THE SMALLER AREAS*

Small areas can look very cluttered if there are too many items sharing the space. Even when the items are beautiful. If you are in doubt, try gently reminding yourself that the hero of the photoshoot is the house. Not the items in it.

# SOME GOOD ADVICE

01

## CLEAN AND DECLUTTER:

THOROUGHLY CLEAN YOUR PROPERTY, ENSURING THAT ALL SURFACES, FLOORS, WINDOWS, AND MIRRORS ARE SPOTLESS. REMOVE ANY CLUTTER, PERSONAL ITEMS, OR EXCESSIVE DECORATIONS TO CREATE A CLEAN AND VISUALLY APPEALING SPACE.

02

## DEPERSONALIZE THE SPACE:

REMOVE PERSONAL PHOTOGRAPHS, UNIQUE ARTWORK, OR ITEMS THAT MAY DISTRACT POTENTIAL BUYERS. THIS ALLOWS THEM TO ENVISION THEMSELVES IN THE SPACE MORE EASILY.

03

## ORGANIZE AND STAGE EACH ROOM:

ARRANGE FURNITURE AND DECOR TO SHOWCASE THE FUNCTIONALITY AND FLOW OF EACH ROOM. CREATE FOCAL POINTS AND HIGHLIGHT THE PROPERTY'S BEST FEATURES.

04

## MAXIMIZE NATURAL LIGHT:

OPEN CURTAINS OR BLINDS TO LET IN NATURAL LIGHT, WHICH CAN MAKE ROOMS APPEAR LARGER, BRIGHTER, AND MORE INVITING. ENSURE THAT ALL LIGHT BULBS ARE IN WORKING ORDER, AND CONSIDER USING WARMER LIGHT BULBS TO CREATE A COZY AMBIANCE.

05

## CONSIDER CURB APPEAL:

THE EXTERIOR OF YOUR PROPERTY SETS THE FIRST IMPRESSION. TRIM THE LANDSCAPING, MOW THE LAWN, REMOVE ANY DEBRIS, AND CONSIDER ADDING POTTED PLANTS OR FLOWERS TO ENHANCE THE VISUAL APPEAL.

06

## TIDY UP OUTDOOR AREAS:

CLEAN DECKS, PATIOS, AND OUTDOOR FURNITURE. REMOVE ANY UNNECESSARY ITEMS, AND STAGE OUTDOOR SPACES TO SHOWCASE THEIR POTENTIAL FOR RELAXATION OR ENTERTAINMENT.

# SOME GOOD ADVICE

07

## ENHANCE DETAILS AND FEATURES:

PAY ATTENTION TO SMALL DETAILS THAT CAN MAKE A DIFFERENCE, SUCH AS REPLACING WORN-OUT OR OUTDATED HARDWARE, ADDING FRESH FLOWERS OR PLANTS, AND ENSURING THAT FIXTURES, FAUCETS, AND APPLIANCES ARE CLEAN AND IN GOOD CONDITION.

08

## HIDE OR REMOVE PERSONAL ITEMS:

STORE AWAY PERSONAL ITEMS SUCH AS TOILETRIES, TOWELS, AND CLEANING SUPPLIES. CLEAR BATHROOM AND KITCHEN COUNTERS OF UNNECESSARY ITEMS TO CREATE A CLEAN AND SPACIOUS FEEL.

09

## CHECK FOR MAINTENANCE ISSUES:

FIX ANY VISIBLE MAINTENANCE ISSUES, SUCH AS LEAKY FAUCETS, LOOSE DOORKNOBS, OR PEELING PAINT. ADDRESSING THESE ISSUES PRIOR TO THE PHOTO SESSION ENSURES A POLISHED AND WELL-MAINTAINED APPEARANCE.

10

## DIFFERENT ANGLES & PERSPECTIVES:

REVIEW YOUR ROOMS FROM VARIOUS ANGLES AND PERSPECTIVES. YOUR PHOTOGRAPHER WILL DO EXACTLY THAT TO SHOWCASE THE PROPERTY'S UNIQUE FEATURES, CAPTURING BOTH WIDE SHOTS AND CLOSE-UPS OF INTERESTING DETAILS IN IMPERATIVE.

11

## ENSURE CLEAN WINDOWS

CLEAN WINDOWS AND REFLECTIVE SURFACES PLAY A CRUCIAL ROLE IN THE OVERALL APPEARANCE OF YOUR PROPERTY'S INTERIOR AND EXTERIOR. BY ENSURING THAT WINDOWS AND REFLECTIVE SURFACES ARE CLEAN AND STREAK-FREE, YOU ENHANCE THE VISUAL APPEAL OF YOUR PROPERTY'S INTERIOR AND EXTERIOR, MAKING IT MORE ENTICING FOR PROSPECTIVE BUYERS OR RENTERS.

12

## ENHANCED VISIBILITY:

MAKE SURE THAT ALL THE LIGHTBULBS ARE WORKING AND INSTALLED. SETTING UP THE RIGHT KIND OF AMBIENCE CAN BE INSTRUMENTAL IN CREATING THE RIGHT IMAGE.



1

*OUTSIDE  
FRONT AND BACK*

start with the BIG things



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01 MOVE CARS FROM DRIVEWAYS AND FRONT OF THE PROPERTY

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02 REMOVE / HIDE RUBBISH BINS

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03 MOW THE GRASS AND TRIM THE EDGES AND PATHWAYS, TRIM OVERGROWN TREES AND BRUSHES. CLEAN UP ANY FALEN LEAVES

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04 REMOVE ANY TOYS / SPORTS EQUIPMENT / WORKSHOP TOOLS AND MAINTENANCE EQUIPMENT

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05 REMOVE ANY VISIBLE WATER HOSES AND EMPTY PLANTERS AND GARDEN TOOLS

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06 CLOSE THE GARAGE DOORS

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07 CLEAN POOL AREA / MAKE SURE THAT THE POOL WATER IS CLEAR / REMOVE ANY DEBRIS FROM POOL WATER

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08 TURN ALL THE OUTSIDE AND POOL LIGHTS ON. IF THERE IS A LIGHT ANYWHERE IT MUST BE ON

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09 TURN OFF ANY GARDEN SPRINKLERS

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2

*INTERIOR /  
MAIN AREAS*

general preparations





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01 CLEAN ALL THE WINDOWS AND OPEN ALL SHADES / BLINDS / CURTAINS.

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02 REMOVE MOST, POSSIBLY ALL PERSONAL ITEMS/PHOTOS, EXCEPT FOR THOSE HANGING ON WALLS

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03 REMOVE ALL VISIBLE CLUTTER, TOYS, SHOES, OLD MAGAZINES, LETTERS, BURNED CANDLES

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04 HIDE ALL HIDE PET DISHES/TOYS/BEDS

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05 HIDE WASTE BASKETS AND DOOR MATS

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06 REPLACE BURNED OUT LIGHT BULBS

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07 CLEAN ALL THE FLOORS AND VACUUM ALL CARPETS

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08 TURN OFF TELEVISIONS AND FANS

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09 TURN ON ALL THE LIGHTS

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3

# *KITCHEN*

kitchen & eating areas



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01 REMOVE ALL MAGNETS & STICKERS FROM THE REFRIGERATOR DOOR

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02 REMOVE ALL SMALL APPLIANCES: TOASTERS, BLENDERS, KETTLES, COFFEE MAKER, ETC.

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03 HIDE SOAPS / SOAP DISPENSER, CLEANING PRODUCTS, SPONGES AND TOWELS. HIDE THE RUBISH BINS

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04 CLEAR AS MUCH AS POSSIBLE OFF THE COUNTERTOPS AND BENCHES.

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05 CLEAR AND CLEAN THE SINK. PUT AWAY ALL THE DISHES AND DRAINING RACK

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06 IF YOU HAVE A NICE DINNER SET, SET THE TABLE FOR DINNER

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07 STRAIGHTEN AND PUSH IN ALL THE CHAIRS

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08 CLEAN ALL CHROME AND REFLECTIVE SURFACES

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09 TURN ON ALL THE LIGHTS, INCLUDING THE EXTRACTOR LIGHT

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4

# *LIVING & FAMILY ROOMS*

common areas



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01 HIDE LOOSE HOME THEATER CABLES

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02 CLEAR CLUTTER FROM SHELVES AND TABLES.

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03 HIDE SOAPS / SOAP DISPENSER, CLEANING PRODUCTS, SPONGES AND TOWELS.

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04 CLEAR AS MUCH AS POSSIBLE OFF THE COUNTERTOPS AND BENCHES.

---

05 CLEAR AND CLEAN THE SINK. PUT AWAY ALL THE DISHES AND DRAINING RACK

---

06 HIDE THE RUBISH BINS

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07 STRAIGHTEN AND PUSH IN ALL THE CHAIRS

---

08 CLEAN ALL CHROME AND REFLECTIVE SURFACES

---

09 TURN ON ALL THE LIGHTS, INCLUDING THE EXTRACTOR LIGHT

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# TIPS & TRICKS

only suggestions





# VIRTUAL STAGING

may be a cheaper solution to consider

BEFORE

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AFTER