



**GUIDELINES TO PREPARE YOUR HOME**

**TRUE**

**MEDIA  
&  
CULTURE**

**FOR A REAL ESTATE SHOOT**

**"In todays market you play an  
integral role in achieving your  
ultimate objective." - Emieck  
de Goede**



# PREPARE

## FOR YOUR REAL ESTATE SHOOT

Making a lasting first impression is critical to expediting the sale or renting out of your home. Marketing and presenting your residence in its finest "show ready" condition attracts buyers/renters interest, dramatically increases showings online, and ultimately leads to a faster sales.

As a seller/renter in today's market you play an integral role in achieving your ultimate objective. Properly preparing the home for the photo session helps us capture elegant images that grab attention.

### Livingroom

Remove all clutter including tissue boxes, remote controls, and as many personal photos and items as possible. Floors should be swept. If large rugs cover beautiful flooring, remove rugs. Hide children's toys.

### Kitchen area

Wipe down counters and put all small appliances in cabinets. Remove magnets and photos from the refrigerator, hide sponges and soap dispensers. Don't forget to remove items from the top of the fridge.

### Bedrooms

Make all beds and hide or organize children's toys. All floors should be swept. Hide tissue boxes, personal items, excessive photos, remote controls, alarm clocks and phone chargers. Make sure all lamps have bulbs and are plugged in.

### Bathrooms

Hide all toiletries, such as soap dispensers, toothbrushes, and cosmetics - even the items in the shower area. Wipe down counters and remove rugs. Have clean folded towels in their normal areas. If any visible area is dirty, please clean. Also put away bathroom scales.

### Outside

Roll up garden hoses. Make sure that trash cans are not visible. Put them in the garage or bring them to the street as far away from the front of the home as possible.

### Finally

Right before your scheduled shoot time, make sure all interior lights are on, blinds are open, and ceiling fans are off. Please remove all cars from the driveway and do not park in front of the house.



## IMPORTANT TIPS

BY EMIECK DE GOEDE

The laundry room or garage is a good spot to hide items. Remove seasonal decorations if possible. REMEMBER; Anything that is in the room will be captured in the photo/ video, so remove anything of value that you don't want visible in photos/ video.

The photographer is happy to walk through the home with you before the shoot; however they only make light staging suggestions, moving big objects from room to room is not an option while the photographer is there. Thank you for the opportunity to photograph your home, I look forward to you seeing the finished media.