



Making the most of your Professional Real Estate Photography

We understand selling your home can be a whirlwind of activity and emotion. Making a few changes before the photographer arrives at your home will help you through the process. Your Realtor makes a significant investment in marketing your home and professional photography is one component of a successful marketing program.

The objective of real estate photography is to capture the features of the house. This helps people who visit your home on the web envision living there. By removing distractions, a person viewing your home on the web sees your home and its features in its best light. If you are going to have work done such as landscaping, painting or tile, have this done a few days before you schedule a shoot. This keeps things from being frantic during the shoot, leaving you frazzled and distracted. We want you to enjoy the time with our photographer!

Staging for Real Estate Photography

Photography staging is very different from traditional home staging. Prospective buyers aren't buying the decorative plate on the counter top: They are buying the counter top, let them see it! Moving that decorative plate to the back corner of a countertop will double perceived length of it as your eye will glide down the counter top until it gets to the plate. Placing it in the middle abruptly stops the eye from moving. A great photograph will help you envision the scale, scope, depth and breadth of the room.

- *The ultimate goal of professional real estate photography is to turn your home into someone else's dream.*

By now you may feel we're trying to make it seem like your house is an impeccably maintained self-cleaning dream come true. That is the ultimate goal of professional real estate photography! We want to turn your home into someone else's dream. A place where there is never a dirty dish and occupants leisurely meander about in bare feet pausing only to take a winsome look out the window at a tidy backyard while thinking about what to barbecue.

While our photographer is at your home please be aware of where the lens is pointing. Our photographer uses a wide-angle lens, so staying behind him best. If you or your pets are moving about please stay out of the lens' view. If the photographer is taking pictures outside please stay away from the windows. The photographer must wait until you or your pets are out of range of the lens to take a photograph.





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In addition to having your home in ready to show condition here are few things you can do to help make sure your home is beautifully photographed.

THE EXTERIOR

- Stow away trash cans, yard signs, decorative flags, seasonal decorations, etc.
- Move cars out of the driveway.
- Store water hoses and garden items in the garage.
- Remove toys, cleaning supplies, recycling bins, tools and other items. An excellent place to store things is in the garage or laundry room, unless you want the room photographed.
- Clean and arrange the outdoor furniture how you would like to have it photographed. If you have an umbrella, open it and remove the grill cover.
- Sweep decks and patios and stow away any items such as toys, pool equipment, and grill covers, etc.
- Have the pool cleaned if you have one, clear blue water looks stunning.

THE INTERIOR

- Turn on all the lights, but make sure every fan is turned off. Open all drapery. The photographer will adjust the blinds for the light in your home. Lamps can create problems with lighting-turn them off.
- If you have any burnt-out light bulbs, replace them.
- Make the beds and tidy up rooms, remove personal items.
- Install decorator globe bulbs in the exposed bulb lighting fixtures commonly used in bathrooms. Most importantly make sure all bulbs are the same type (incandescent, florescent, etc.) or it will look odd.
- Remove all rugs and mats, we need to show the beauty of your floors. Surprisingly, people will use it to judge the scale of your room: small rugs make the room look smaller. However, put them back after the shoot. Leave room defining area rugs in place.
- Clear the kitchen counter of everything: small appliances, paper towels, soap dispensers, decorative items, absolutely everything! Even the smallest kitchen looks huge without items blocking the line of site.
- Remove all refrigerator magnets. It's OK to leave discrete decorator items on the top of the refrigerator.
- Clear bathroom, counters, showers and tubs of personal items, cleaning items, towels, hampers, scales, trash cans, again absolutely everything. We suggest keeping all your personal bath items in a plastic storage tub that you keep under the sink while your house is showing to keep it out of view.
- Hide the TV remotes, small items, photographs, and knick-knacks from surfaces.
- Hide away pet's dishes, dog crates, litter boxes, etc.
- Remove personal items, knick knacks, and family photos from the walls and furniture. A general guideline for anything but large or necessary furniture: if you're not selling with the house **stow it**.
- Clean the fireplace, and light it just before the photographer takes a picture of it.
- If you have large photos of your family, especially children, we recommend taking them down. **We do not want images of your family public ally displayed on the internet! We can blur images when required.**





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About Light Assisted Dusk Photography and Twilights



Traditional Exterior

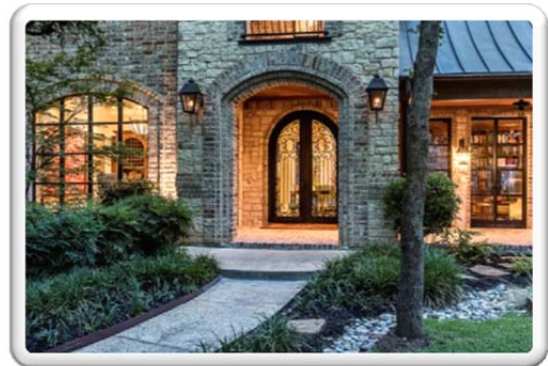
A twilight shoot transforms the simplest property into a dazzling and dramatic display of the home. If there's a view or a pool the results are fabulous. Twilight puts the mundane details in to the shadow and highlights the bones, well placed up lighting makes it truly magnificent.

Twilights start leisurely and suddenly start moving very fast. They require additional time, configuration lighting, and equipment. We will arrive early and work with the agent or the homeowner to get the home ready for this special type of photography. We use additional lighting to make sure we get that perfect photograph for our clients.

Well before the sun starts to set your photographer will shoot the interior of your home. They will also invest time walking your property, staking out the best features of your house to capture in the twilight. Spend time with the photographer and talk about what you feel is important to capture.

Please don't forget about keeping everyone and the pets from windows and the photographer's line of sight. As the sunsets your photographer will shoot to the exterior moving very quickly from shot to shot. Capturing the home at just the right moment of light takes expertise, care, preparation and your help!

Visit us on the Web at MLS-Images.com



Light Assisted Dusk Exterior

