

# How To GET YOUR PROPERTY CAMERA READY

*This document provides a broader guideline on how to prepare your listing so it looks attractive in pictures. There are no set rules on how much renovations and upgrades should be done before listing the house on the market. It mostly depends upon the time and budget available. If you have the budget, we recommend getting help from a professional stager who can take care of furniture, décor and overall look of the house. The time and money you will spend on your property will surely pay off in securing a better offer for your listing.*

## **GET RID OF THE CLUTTER**

*It is best to get rid of the clutter out of every room. A clean space is more attractive. The idea is to create a nice, clean and open space in which the buyer can see themselves living. If you include too much personal stuff in a space it becomes difficult for the buyer to view the living space. Another thing to remember is “less is more”, meaning try not to put too much art work on the walls or furniture on the floors. An open clean space looks more inviting.*

## **CLEANING**

*It is very important to deep clean all the areas of the house to get rid of hard dirt spots or any thing that might be visible. Make sure the windows, appliances, tables and counters are clean and spotless.*

*General tips for cleaning all the areas of house*

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- Thoroughly clean the entire house (vacuum carpets, mop hardwood floors, clean Countertops, and windows)
- 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 natural light
- Remove personal photographs  
(or replace with general landscape/object photographs)
  - Make all beds - Remove small floor rugs to reveal actual flooring
- Place all shoes/jackets in closets

## **EXTERIOR OF THE HOUSE**

The exterior of the house is one of the first things a potential buyer will look at in a listing. This image will create that first impression of the house and , how well it is maintained.

- Pull weeds
- Trim trees and overgrown shrubs
- Rake the leaves- Mow the lawn and use the right edging tools near cement
- Wrap up garden hoses and put them away in the garage or shed
- Pick up any items that may be laying around the yard, such as garden tools, garbage cans, toys, empty pots or pots with dead plants
- Cover dirt with mulch to make it look more attractive

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- Clean the pool
- Remove pool vacuum/cleaner hose
- Hide pool cleaning supplies
- Turn on pool fountains/water features
- Move cars out of the driveway
- Sweep the porch and sidewalks
- wipe down outdoor furniture and make sure that the cushions are clean and nice

## **WINTER TIPS**

- Make sure the snow from walkways, driveways, porches, and outdoors seating areas is cleaned off - Stash any and all holiday décor since any holiday decorations put a time stamp on the pictures

## **KITCHEN**

The kitchen is the most important part of a house as it will be the deciding factor for a potential buyer. It is very important that your kitchen looks clean and beautiful. You can add a little decoration using a nice bowl of fresh fruits or a vase of flowers.

- Clear countertops completely, no knife blocks, baking supplies, mail, etc.
- Leave out maximum of one small appliance (ex. coffee maker)
- Clear away dish racks, cutting boards, tea towels, and hand /dish soap bottles, cleaning products, mops, brooms and garbage cans
- Clear exterior of refrigerator magnets, papers, photos, etc.
- Hide garbage cans in a pantry or closet
- Remove dishes from sink and, place in dishwasher

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## **LIVING ROOM/FAMILY ROOM/DINING ROOM**

This is the area where your potential buyer will be spending most of their time. It is important to make sure that furniture in these rooms are properly laid out and the rooms have enough lighting to make them bright. The goal is to create a beautiful and comfortable space where the potential buyer can see themselves and their family spending time. If you have a nice coffee table place a book set it on it as décor. It is also a good idea to pay attention to the electronic cords arrangement, and try to move them to a place so that they are out of sight. You might consider adding a nice centerpiece on the table, such as a bowl of fresh fruit or a floral arrangement

- Remove stacks of magazines, papers, mail, etc.
- De-clutter fireplace mantel/hearth (no more than 3-4 items, including art)
- Clean interior of fireplace and re-paint if needed
- Fluff and arrange furniture pillows
- Remove any children toys

## **BEDROOMS**

You want the bedrooms to look beautiful and inviting. Use a nice bedspread and big, fluffy pillows that are neatly arranged near the bed head. Make all beds and try to include decorative pillows and 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 the top of dressers
- Remove family photos from the walls

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