



Property preparation tips for the photo shoot

When selling real estate most of your marketing is done online. You have about five seconds in which to capture your viewers' attention before they move on to the next property. So, it's important to focus on the key features and selling points of the home in order to achieve an appealing first impression. Here are some handy tips as to how you can help prepare your property for your real estate photographer:

- 🌀 Tidy the front garden, mow the lawn, trim the edges, remove weeds and rake up leaves. 🌀 Remove all vehicles from driveways and do not park directly in front of the house. 🌀 Close garage doors 🌀 Clean windows. 🌀 Open window blinds and curtains to let in natural light. 🌀 Tidy the curtains. 🌀 Fold back any shutters/patio doors. 🌀 Dust off all window sills and counter tops. 🌀 Remove fridge magnets and personal items from the fridge doors. 🌀 Wash and pack away dishes and remove dish cloths and towels from the kitchen area. 🌀 Declutter counter/stove tops. 🌀 Wipe down appliances.
- 🌀 Remove items stored on top of cupboards. 🌀 Ensure that the bathrooms are squeaky clean and remove wet/used towels. 🌀 Keep the bathroom scale, laundry baskets, floor mats, dustbins and any personal items in the bathrooms out of sight. 🌀 Dry the shower glass and walls. 🌀 Store shampoo and soap bottles. 🌀 Make up all beds and tidy up bedrooms.
- 🌀 Pack away or tidy up children's games, toys and books. 🌀 Pack away any bicycles, suitcases, mobile fans and heaters. 🌀 Store pet bowls, bags of food, pet toys, scratching posts and litter boxes and keep pets out of sight. 🌀 Pack away car keys, cell phones, chargers, newspapers, magazines, books and remote controls. Switch off any computer screens, laptops and TVs. 🌀 Clean the fireplace and tidy braai areas. Stack the wood/bags of charcoal neatly. 🌀 Switch on all indoor lights and lamps and ensure that all light bulbs are working and are of equal strength.
- 🌀 Roll up or pack away garden hoses and gardening tools. 🌀 Remove washing from the washing line. 🌀 Put all rubbish into outside trash bins. Store all containers and dustbins out of view. 🌀 Empty the washing machine and pack away laundry, ironing boards, irons, washing baskets and powders. 🌀 Ensure that the pool and pool area are sparkling clean and pack away pool cleaning equipment. Remove pool covers, nets and Kreepy Krauly's. Switch on water features. Place cushions on pool and patio furniture.
- 🌀 Depersonalise/neutralise the house by packing away items such as family photographs, nude paintings, posters and personal pictures.

In short, declutter as much as possible. Show off the living space.

