



PREPARING YOUR HOME FOR PROFESSIONAL MEDIA

Make the Best First Impression – Online and In Person

[EXTERIOR]

- ☐ Pressure wash driveway, walkways, and patios.
- ☐ Mow the lawn, trim hedges, and edge beds.
- ☐ Weed flower beds and add fresh mulch.
- ☐ Clean all exterior windows.
- ☐ Remove visible hoses, trash cans, and personal clutter.
- ☐ Place potted plants on the porch or near the entry.
- ☐ Park all vehicles in the garage or away from the home.

[KITCHEN]

- ☐ Clear all counters entirely (except 1-2 decorative items, like a fruit bowl).
- ☐ Remove all magnets, notes, and pictures from the refrigerator.
- ☐ Clean appliance surfaces until they shine (stove, oven, microwave, fridge).
- ☐ Replace old or worn sponges and dish towels with new ones.
- ☐ Hide all pet food and water bowls.

[BATHROOMS]

- ☐ Scrub toilets, sinks, mirrors, and glass shower doors (streak-free).
- ☐ Clear all personal items from countertops (perfumes, toothbrushes, soap).
- ☐ Remove shampoo, conditioner, and body wash bottles from the shower/tub.
- ☐ Put out fresh, clean towels, neatly folded or hung.
- ☐ Hide trash cans, plungers, and toilet brushes.
- ☐ Clean tile grout lines.

[LIVING AREAS]

- ☐ Declutter shelves, tables, and entertainment centers.
- ☐ Hide all remotes, magazines, and newspapers.
- ☐ Ensure fireplace mantels are simplified with only a few elegant pieces.
- ☐ Organize visible cables for TVs and sound systems.
- ☐ Couches and chairs.

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- ☐ Fluff and arrange all decorative pillows on couches and chairs.

[BEDROOMS]

- ☐ Make all beds with clean, unwrinkled linens and decorative pillows.
- ☐ Clear off all nightstands and dressers.
- ☐ Remove personal items, including photos and clothes.
- ☐ Tidy up closets to show potential storage space.
- ☐ Remove visible wires or charging cables.

[GENERAL PREPARATION]

- ☐ Turn on ALL lights throughout the entire home (even during the day).
- ☐ Replace any burnt-out light bulbs (use matching color temperature).
- ☐ Open all blinds and curtains to maximize natural light.
- ☐ Hide all rugs (to show off hardwood or tile floors, unless in poor condition).
- ☐ Minimize personal photos and memorabilia as much as possible.
- ☐ Put away kids' toys, pet toys, and crates.
- ☐ Turn off all ceiling fans.

[DAY OF SHOOT]

- ☐ Clean the home thoroughly one last time.
- ☐ Ensure all dishes are out of the sink and dishwasher.
- ☐ Wipe down all reflective surfaces (mirrors, tables, windows).
- ☐ Put toilet lids down.
- ☐ Ensure pets are secured and out of sight.

Final Note: A clean, decluttered, and well-lit home not only looks better in photos but also allows potential buyers to visualize themselves living in the space.