# Prepping Your Home for Photography

You're ready to sell your house - Congratulations!

One of the first and most important steps is having pictures taken for marketing your home: It's the first thing buyers look at when beginning their search. According to *Real Estate Tech Trends*, 83% of buyers find photographs 'very useful' while searching for a home, and the *Wall Street Journal* reports that 95% of home buyers looked at the 1st photo for 20 seconds on average. What does this mean? **Good quality photography can help sell your home faster.** That's where we come in. Once you agree to list your home with Coldwell Banker Whitbeck Associates, we are ready to make your home stand out with high definition photos that show the best features , but we need your help.

**1.** Stage your home like you would for a showing: remove clutter, make sure all light bulbs work, remove personal pictures and keepsakes, and ensure floors and furniture are clean.

**2.** Take all non-essential items off kitchen counters and remove drawings and photos from refrigerators. Set the table for an added effect.

**3.** In order to capture the best pictures without taking all day, please make sure the furniture and decor is situated exactly as you want it. The less we have to move your items the better.

**4.** Please make sure your pets are safely and happily corralled somewhere. Having them run around can be very distracting.

**5.** Turn on all lights and open all curtains and blinds. Natural lighting is the best way to showcase each room.

**6.** It is easiest for us to take pictures when you and your family members are not there. In addition to still photography, we often take virtual tours or 3D photographs and the fewer people around the better. Please try to make arrangements for the home to be vacant when the time comes.  A photo session can take anywhere from an hour up to 3 hours.

**Staging and prepping your home can take several hours. We want your home to look the best it can, so careful planning in advance will help accomplish this.**

**Thank you in advance for your cooperation!**



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