

Tour Preparation

Getting setup and ready for your virtual tour is very important when marketing properties online.

1 Week Prior to Photo Shoot

- Remove all holiday / seasonal decorations
- Personal items such as photos should be minimized as much as possible,
- Perspective buyers like seeing a clean slate rather than the lived-in look – think model home
- Spots show in photographs – clean carpets and walls
- Move out any extra furniture – rooms look bigger when not overwhelmed by furniture
- Remove all children's art work photos and ALL MAGNETS from refrigerator
- Remove children's toys from focal points within the home and backyard
- Don't schedule other workers on the day of the photo session; this includes housekeepers, gardeners, painters, home inspector, pool company etc.
- If you have begun packing, boxes should be stored in the garage or closets, if they have to be in a room they should be neatly stacked together.

Outdoors:

- Spruce up your garden ~~and lawn~~ and lawn; mow lawn and trim shrubbery if necessary.
- Yard and patio should be neat all pool toys removed from pool and deck.
- Make sure the driveway & entryway are free of clutter (toys, bikes, etc.)
- Clear out kid's toys, balls, frisbees, etc.
- Clean pool
- Remove pool vacuum/cleaner hose
- Hide pool cleaning supplies
- Turn on pool fountains/water features
- Remove visible water hoses
- Remove trash cans

Living Areas:

- Remove clutter and tidy up the shelves.
- Move excess furniture out of rooms. You want the space clean, open, and clutter-free (dog crates, tray tables, etc.).
- Thoroughly clean whole house (vacuum carpet, mop hard floors, clean countertops, clean windows)
- Replace all burned out light bulbs
- Use bulbs of the same temperature (ALL incandescent or ALL compact fluorescent)

- Remove personal photographs (or replace with general landscape/object photographs)
- Make all beds
- Remove small floor rugs to reveal actual flooring

Kitchen:

- Clean off kitchen counters; remove any clutter.
- Make sure dirty/clean dishes are out of the sink & put away.
- Clear countertops completely. No knife blocks, baking supplies, mail, etc.
- Leave out max of one small appliance (ex. coffee maker)
- Clear outside of refrigerator of magnets, papers, photos, etc.
- Hide garbage cans in pantry or closet
- Remove throw rugs

Bathrooms:

- Put essential items used daily in a small box that can be stored away tooth brushes, tooth paste, perfumes, shampoo, puffs, etc. Clean and simple with no distractions.
- Close toilet lid and hide the garbage.
- Clean mirrors & glass surfaces.
- Hang towels neatly from towel bar, please no wet towel hanging.

The Day of The Shoot Before the Photographer Arrives

- Turn all overhead lights and lamps ON
- Turn all ceiling fans OFF
- Turn all TVs OFF
- Turn all computer screens OFF
- Open blinds/window treatments to let in outside light
- Fluff and arrange furniture pillows
- Remove all pet toys, bowls, beds, etc.
- Close garage doors
- Remove cars from driveway and front of home
- Try not to be in the room the photographer is photographing as you may end up in the photo.

The photographer cannot:

- ***Move furniture***
- ***Clean or dust***
- ***Move garbage***
- ***Pick up/move clutter (toys, dirty dishes, dog toys, bathroom towels, etc.)***

As indicated above, our photographer is a professional photographer not a furniture mover or cleanup crew. The photographs of the property will be taken in the condition found and will be taken "As is". The home MUST be ready for the photographer when he/she arrives

Cape Coral/ Fort Myers and all of SW Florida

1.239.849.5429