

Dear Home Owner,

We are April & Mike Perrella of Perrella Virtual Tours and your realtor has hired us to photograph your home for sale. Your realtor knows the importance of good pictures in their marketing campaign to sell your home. Our pictures show your home at its best potential, making the rooms nice and bright so everything can be seen easily.

We will photograph all interior rooms of the house and the exterior of the home as well. Before we come in to photograph your home, there are some things that you can do to help show off the home even more.

In real estate photography, less is more. Decluttering is the biggest help for real estate photography. We want to show potential buyers the layout of the home and how they could possibly set up the house if they were to buy it. If your home is cluttered with a bunch of items, excess furniture, etc. then it can be distracting to the potential buyer and they're not seeing the main picture.

Here's a quick list of things to do before the day of photography:

Home Exterior

- Curb appeal - mow grass, pull weeds, etc.
- Declutter - remove garbage cans out of sight, hoses, garden tools, etc.
- Repairs - make any necessary repairs that will show up in pictures
- Vehicles - remove cars, boats, trailers, etc. from property

Living & Family Room

- Declutter (less is more) - remove any items you do not want seen in photograph, eg. Personal photos, newspapers, etc
- Clean - Dust, clean glass doors/tables and vacuum, this will show in photographs
- Tidy up - put remotes away, tuck wires if needed, straighten pillows and curtains

Kitchen

- Declutter (less is more) - remove items from front of refrigerator, declutter the countertop (small appliances are ok), remove all paperwork from countertop
- Clean - have all dishes off the counter and out of the sink, wipe down all appliances and counters, sweep floors
- Repairs - make any necessary repairs that are going to show in the photographs

Dining room

- Declutter (less is more) - remove any items from the dining room table or other areas in the dining room
- Clean - wipe down table, sweep/vacuum
- Tidy up - organize chairs, straighten curtains if needed, etc

Bedrooms

- Declutter (less is more) - put away clothes, remove magazines, personal photographs
- Clean - dust, vacuum, clean any mirrors, etc
- Tidy up - make beds neatly, organize toys in kids bedrooms

Bathrooms

- Declutter (less is more) - remove all toiletries, make up, hair products from countertop
- Clean - sinks, mirrors, tub and shower
- Tidy up - straighten hanging towels, close toilet lid, straighten shower curtain (if needed)

Necessary for all rooms

- Replace any blown out bulbs
- Turn all lights on
- Turn fans off
- Open all blinds and curtains
- Clean all windows inside & out as you can see out the windows in our photographs especially if you have views to a pool, waterfront or nature

We arrive on time, if not a little earlier. We start on the exterior of the home first, unless we state otherwise upon arrival. Please keep children/pets out of the way while photographs are being taken, this will allow us to get done in a timely manner as we have other appointments on our schedule.

We look forward to meeting you and with these tips we can make your home look it's best on the market. First impression is key on the internet when people are looking for homes nowadays, so let's make yours stand out above the rest!

April & Mike Perrella
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