



## Virtual Listing Rent Ready Tips and Tricks

### PREP LIST

#### Inside the Home

1. **De-clutter** as much as possible. Put away toys, clothing, dishes, towels, shoes etc. It is a lot cheaper to put these things away before the photo shoot than to pay to have the photos "photoshopped".
2. **Fresh Paint** in a neutral base color, sells or rent homes 10 times faster than other color palettes.
3. **Professionally Clean** the entire home from top to bottom.
4. Hide all **trash cans**, cleaning tools and supplies.
5. Remove all **maintenance contractor supplies and tools**.
6. Put all **toilet seats** and lids down.
7. Replace all burned out **light bulbs**.
8. Consider having all **matching appliances** in black or stainless steel.
9. Consider having **matching window treatments** throughout the home or at least on the main level.

#### Outside the Home

1. Have the **lawn trimmed**, leaves raked, bushes and trees pruned.
2. Clean up after any **animal**
3. Put away all garbage **cans**, hoses, garden tools, toys, bikes etc.
4. In snowy climates, **shovel snow** from walkways, driveways, patios, decks when necessary.
5. If there will be any twilight photos taken, **replace any broken lighting** on the home, around the landscape, and in the pool.
6. Consider adding splashes of **bright colored flowers** to the landscape and in pots.



## RIGHT BEFORE THE PHOTOGRAPHER ARRIVES

1. Turn on ALL interior lights – even lights in furniture cabinets.
2. Turn OFF all ceiling fans.
3. Light fireplaces and candles.
4. Open all blinds, shades, and curtains.
5. Clear all trash and debris from the street and in front of the home.

We recommend for this method to be effective; the following things will cause your photographer or videographer to reschedule:

**Lack of access.**

**Property not ready.** Please make sure the house is camera-ready before the artist arrives.

**Extra people on site, including children.** The artists cannot do their job if people are roaming around the house. Plus, it creates unreasonable safety and liability risks. Please ask homeowners to leave the property during the shoot and schedule any contractor or vendor appointments to take place at another time.

**Unsafe situations.** We have seen it all: holes in the roof, naked homeowners, knife-wielding neighbors, Kujo. But we never expect our artists – or you – to stay at a property if anything is unsafe or inappropriate.

## WHAT SHOULD BE FOCUSED ON

### Photos and 3D

All finished rooms that are part of the main residence, in addition to the immediate front and back yard should be photograph or scanned. We have found the following sections of the home to not be needed to be photographed unless they will show the home in a positive light.

- Unfinished living space, basements, or attics
- Outdoor features that are not immediately adjacent to the house
- Closets, storage areas, or garages

### Video

We recommend filming all major rooms of the home. This includes rooms such as utility rooms, powder rooms, and unfurnished secondary bedrooms or home offices.