

Do you want to sell or let your property fast and at the best possible price?

Then make sure that your property is ready
for a professional photography session



Some examples of Dos and Don'ts



- ✓ Clear driveway
- ✓ No wheelie bins
- ✓ No tools



- ✓ No many objects on top
- ✓ No many objects on lower shelves
- ✓ Curtains open, bright space

- ✗ Cars in driveway
- ✗ Debris on the driveway



- ✗ Too many objects on lower shelves
- ✗ Too many objects on top
- ✗ Calendar showing
- ✗ Picture taken at night





- ✓ Bright day
- ✓ No seasonal decoration
- ✗ Bad: too many personal objects



- ✓ No objects on tops
- ✓ Clean fixtures and fittings

- ✗ Seasonal decoration
- ✗ Too many personal objects
- ✗ Curtains close



- ✗ Objects on top
- ✗ Objects on trays



Preparing your property for professional photography

By far, the most important element of the marketing campaign to sell or let a property is the quality of the pictures used in any advertising. Some research show that even price comes second after the quality of the picture (although that is debatable).

We really want to present your property to our wide audience in the best possible way. We also want to do this right from the beginning. Provisional pictures followed by professional pictures could make a great damage to the campaign to expose your property. **We strongly advise to wait until the correct high quality pictures are ready to take your property live**, rather than initially presenting your property with below-standard pictures which will not do justice to your property. We have only one chance to make a long lasting great first impression to any potential buyer or tenant.

Your property need to be prepared well in advance for the photography session. Do not underestimate the time and effort that this requires. The following guidelines will help you to understand the way your property needs to be prepared for the photography session.

This preparation will not only help you to have your property ready for the photo session, but **it will also lead to have the property in the best condition for the viewings that will follow after your property go live.** This will ultimately result in selling/letting the property at the best possible price in the shortest time.

Furthermore, if you are still living at the property, following this exercise will also help you to declutter your environment and prepare your belongings for your future home move.

If you feel that you cannot do this by yourself, please let us know and we are more than happy to prepare the property for you and charge you a competitive rate in line with the volume and complexity of the work required.

Otherwise, please refer to these guidelines when preparing your property.

Exterior

- No cars parked in the driveway, and if possible at the front of the property. As it is most likely that you won't be able to control who parks cars in front of your property, it may be wise to park your own car in front of your property, and move it away when required to take the external pictures.
- No visible wheelie bins or recycling containers.
- Windows cleaned.
- No vegetation or debris showing on the gutters.
- No aerial wires hanging from the roof, walls or chimneys.
- Clean driveway, walking paths and doorsteps.
- Tidy-up garden, pruned in line with the season.
- No leaves.
- Mowed lawn.
- No visible gardening tools or toys.
- No fixtures or fittings that are not in good condition (For instance, no damage garden furniture, or pile of fixtures and fittings that are not strongly desirable by your potential buyer/tenant).

Interior

Decluttering and minimal decoration is key! Unfortunately you will have to remove many of the objects that makes you feel that your property is your home. But unless you create that small 'void' in your property, the potential buyer or tenant won't be able to feel that they can make the property 'their home', and your chances of closing a deal will diminish.

General

- No shoes laying on the floor, or coats hanging. No keys hanging on key holders.
- All curtains and blinds open to allow maximum light into the property.

- All lighting must be fully functional (room lamps, kitchen and bathroom lighting) to create the correct ambience and make the property brighter.
- Clean windows.
- No pictures, posters or memorabilia on the walls, apart from generic / neutral pictures or pictures of high value/quality that can genuinely enhance the image of your property.
- No seasonal decoration (Christmas, Easter, Halloween, etc.)

Living room / studio

- No objects on tables, desks, side boards or similar, apart from minimalistic neutral decoration.
- Minimum number of objects / books on shelves.
- No objects under central tables.
- Straightened cushions.

Bedrooms

- All bed properly done, including pillows, sheets, duvets and covers for the bed base. No objects showing underneath the beds. No wrinkles on the bedding.
- No objects, other than small lamp, on the night tables.
- Clean mirrors.

Bathroom

- No objects (not even a hand soap container) on top of sinks, bath tubs, showers.
- No shower baskets
- Only one neutral colour towel in a towel rail (if available).
- Clean sink, bath tub, shower.
- No old shower curtain.

Kitchen / utility room

- No visible cleaning material (mops, broom, vacuum cleaner, drying rack)
- No objects on the tops, other than one or two good quality appliances. Appliances power leads should not be visible (appliances may have to be disconnected to achieve this).
- No washing liquid or washing utensils.
- Clean hob, oven door, microwave and any other visible appliances.
- Clean worktops and cupboards.

If you need any advice or help whilst preparing your property...

We want your property to be ready for the photographic session. If you have any doubts about any aspects of this preparation please call us on 01224-636500. Most vendors and landlords can bring their properties to a fantastic level with a bit of preparation and time.

However if you are unable to do this yourself, we are more than happy to prepare the property for you. We can quote for this additional service at your request.

We look forward to marketing your property!

