



A Guide to Prepping your Apartment | MAXIMIZE photo potential

©2020 Marc Scolari Photography. All Rights Reserved.

Why Prep For Photos? Make The First Impression Count!

Online! It's where buyers start...

The majority of home buyers start their search online, so it is important to make the first impression count! Follow these tips to prepare your apartment for the best real estate photos possible.

General Tips | Tips for all areas

- Thoroughly clean the entire space, vacuum carpet/mop floors, clean countertops & windows (outside as well if possible)
- Turn all overhead lights and lamps ON
- Replace all burned out light bulbs, try to use the same temperature bulbs (ALL incandescent, ALL compact fluorescent etc)
- Turn OFF all ceiling fans
- Turn OFF all TVs and computer screens
- Open blinds/window treatments to let in outside light
- Remove personal & baby photographs (or replace them with general landscape/object photographs)
- Make all beds
- Remove small floor rugs to reveal actual flooring
- Place all shoes & jackets in closet
- Hide all items that do not have a place
- WIPE CLEAN ALL WHITE DOORS, especially the wood part near the door handles

Kitchen | Sometimes the focal point, the kitchen deserves attention to detail

- Clear countertops completely. No knife blocks, baking supplies, cooking spoons/holders, mail, etc.
- Leave out max of one small appliance (ex. coffee maker if a nice expensive one)
- Clear refrigerator of ALL magnets, papers, photos, etc.
- Hide garbage cans in pantry or outside of the apartment in the hallway
- Remove dishes from sink (tip - hide items in the dishwasher, NOT inside of stove if you lack space)
- Put away dish soap, sponge and all other items
- Use stainless steel cleaner on all appliance fronts

Dining Room / Table | Allow buyers to imagine a nice family meal

- Clear table, dust and polish the table top
- Use decorative place setting if available but keep it to a minimum
- Feature one center piece such as a bouquet of flowers
- Straighten all chairs and space them evenly
- Remove child seats/booster chairs

Living & Family Room | The space to enjoy conversation and spend quality time

- Remove stacks of magazines, papers, mail, etc. Make sure nothing is visible under the couch
- De-clutter fireplace mantel (no more than 2, absolute max 3 items, including art)
- Clean interior of fireplace and re-paint if needed
- Fluff and arrange furniture pillows
- Remove all toys
- Straighten books

Bedrooms | A good nights rest recharges the body and mind

- Make bed, including decorative pillows/shams if available
- Press bed linens and bed skirts
- Clear nightstands of all personal items

- Store away phone/tablet charging cables
- Remove all clutter from top of dressers
- Remove family photos, stickers and kids name from walls
- Remove diaper genies
- Clean under bed by removing all items that may show in the photos

Bathrooms | To be spa-like, the bathroom must be clear of all personal items

- Clear countertops completely. No soaps, toothbrushes, medications, deodorants, etc
- Put toilet seats down
- Close closet doors
- Remove all items including shampoo, soap, loofahs, etc from showers and tubs
- Remove dirty towels - leave out only new, unused towels
- Remove ALL floor mats
- Remove plunger and toilet cleaning brushes
- Clean mirrors and glass shower doors

Pets | Pets are loving, but their presence should be minimized

- Place food and water bowls in pantry or closet
- Place pet beds/toys in pantry or closet
- Use lint roller on furniture to remove pet hair
- Contain pets in hidden crate or outside
- Clear back yard of pet waste/toys

What to Expect | Your home should be shoot-ready upon arrival. Apartment living offers its challenges due to limited storage. If you run out of space to hide items inside your apartment, gather those items near the front door then move them to the outside hallway around 15 minutes before your appointment time. Make sure to keep a clear path so your neighbors can pass freely.

Hi I'm Marc, owner of Marc Scolari Photography and I look forward to taking photos of your apartment! I want this project to be the perfect and the photos to come out 100%. This requires teamwork and cooperation that will result in an outstanding online presence when your home goes LIVE on the market.

Although I would love to help you style/design your home, I unfortunately do not have the skill set required to do so. When I arrive to take photos of your property, I ask that all staging and cleaning be done prior to my arrival. To efficiently maintain my busy schedule and deliver the level of service my clients expect, I can not spend unnecessary time at the home waiting for it to be cleaned, dusted, de-cluttered, or for furniture and personal items to be moved.

Please review the previous sections for tips on preparing your home for real estate photography, and note that I am not responsible and will not partake in any of the following duties while photographing your home:

- Move or re-arrange furniture
- Make beds, clean, dust, de-clutter or move personal items
- Pick up toys, pet bowls, litter boxes
- 'Photoshop' damaged walls, power lines, wall pictures, electrical cords/chargers, kitchen/bathroom items etc.
- Move personal bathroom supplies (shampoo, toothbrushes, deodorant, towels)
- Photoshop burned out lightbulbs

Your assistance in getting your home ready will help in the success of selling your home for top dollar.

Please contact your agent directly in case of any questions!