

# PRESENTING YOUR PROPERTY FOR our Photographer

SELLING YOUR PROPERTY IS ALL ABOUT PRESENTATION AND BUYER PERCEPTION. IF A PICTURE SPEAKS A THOUSAND WORDS YOU WANT THEM ALL TO BE POSITIVE.

To get the most out of your BTV shoot we recommend following a few easy tips to prepare your home before our photographer arrives. By doing so, you will ensure your home is presented in its best possible light, increasing the likelihood of it being sold quickly for a premium price.

## WHEN IS THE BEST TIME FOR MY HOUSE TO BE PHOTOGRAPHED?

We will work out when your home looks its best – morning, afternoon or dusk – and will organize your photography accordingly.

## TWILIGHT PHOTOGRAPHY

To get the most from a twilight shoot, make sure all lights are working both indoors and outdoors, and turn them all on before the photographer arrives.

## JUST BEFORE THE PHOTOGRAPHER ARRIVES

Open the curtains, turn on the lights including table lamps and the range hood, close toilet lids, remove all pets and turn off televisions. Water the garden, and ensure washing is taken off the line.

## GENERAL TIPS TO HELP YOU PREPARE YOUR PROPERTY

- > Declutter and depersonalize throughout by removing personal items such as family photos.
- > Replace old light globes and keep spares on hand.
- > Clean windows and blinds and check they open properly.
- > Wipe away marks on walls, cupboards and light switches.
- > Hide electrical cables.

## LIVING AREAS

- > Turn off TVs.
- > Remove TV remotes, magazines, newspapers, tissue boxes.
- > Remove exercise equipment.
- > Remove children's toys.
- > Remove pedestal fans.
- > De-clutter shelves and surfaces.
- > Remove personal items such as family photos, birthday cards and Xmas decorations.
- > Ensure books, DVDs and CDs are arranged neatly.
- > Remove lounge covers. (unless there is visible damage beneath)

## DINING ROOMS

- > Remove table cloths.
- > Set tables with your best cutlery or an attractive centerpiece such as candles or flowers.
- > Ensure objects in display cabinets or on shelves are arranged neatly.

## KITCHENS

- > De-clutter and clean all surfaces.
- > Clean cook top and range hood.
- > Ensure range hood light is working.
- > Remove bench-top appliances such as toasters and kettles.
- > Remove magnets and photos from front and sides of fridge.
- > Remove items stored on top of fridge and cupboards.
- > Remove tea towels, soap, cleaning products, plugs, dish rack.
- > Ensure sink is empty.
- > Remove bins, floor mats and pet bowls.
- > Remove keys from key rack.
- > Remove all stationery. (pens, mail, loose papers, note pads etc)

## BATHROOMS

- > Remove toiletries, cosmetics and cleaning products from surfaces and the shower/bath.
- > Ensure towels are matching and hung neatly (invest in new towels if necessary).
- > Clean all mirrors and surfaces.
- > Clean shower screens and tiles (re-grout tiles if necessary).
- > Remove bath mats, bath toys, bins and scales.

## BEDROOMS

- > Remove clothes and clutter from the floor.
- > Ensure bedside lamps work.
- > Clear all personal items from bedside tables and dressers.
- > Remove soft toys.
- > Neatly make beds and smooth out bed linen.
- > Ensure items stored under beds are not visible.
- > Tidy walk-in robes.

## OUTSIDE AREAS

- > Clean the BBQ if it is in sight.
- > Remove garden equipment and tools, including the hose.
- > Remove bins.
- > Remove children's toys and play equipment.
- > Mow the grass and trim the edges.
- > Weed, mulch and prune the garden.
- > Remove pets and their evidence.
- > Remove washing and pegs from the line.
- > Park cars, trailers, bikes and caravans out of sight.
- > Make sure all outside lights are working.
- > Remove excess mail from the letterbox.
- > Don't wash outside areas unless there is enough drying time.
- > Set a table with empty glasses and a wine bottle/water decanter to give the impression of easy living.

## POOL

- > Clean the pool.
- > Remove the creepy crawly and all other cleaning products/equipment.
- > Remove and store the pool cover and pool toys.
- > Be careful splashing water around the pool unless there is enough drying time.