



Vendors Guide

Preparing Your Property For Photography

SUSSEX PROPERTY

PHOTOGRAPHER



Maximising the potential from your Property Photography.

Contact

Phone: 07599 279 796 Email: mail@sussexpropertyphotographer.co.uk

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Thank you

For Selecting Sussex Property Photographer to support you in the marketing of your property. This simple guide summarises the tips and techniques to help achieve the most desirable images of your property. Industry research proves that a well dressed property and professional images delivers more viewings and can help secure your asking price.

Selling property can be stressful and time consuming, but by investing a small amount of time ahead of a shoot will really benefit the ambience in the final images. If you are unable to implement any of this advice, SPP will endeavor to deliver the best results regardless.

If you have thoughts or information about your property and surrounding area that should be captured, please advise. You understand the best features better than anyone!

I have tried to make this guide as easy and as quick as possible to follow. If you have any questions, suggestions or feedback then please do get in touch.

Best wishes,
Wayne Humphrey

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General Preparation

Cleaning

Please make sure all rooms have had a vacuum recently.

Windows/Glass/Mirrors

Check all are clean of smears and marks.

Pets

If possible, arrange for pets to be looked after by a friend or neighbour, if not keep pets in one room and we can move them when needed.

Depersonalising

Please remove any family photos on display and generally keep surface clutter minimal.

Removal of photos sometimes leaves unwanted marks, in which case please point out any personal images and we will obscure them, with blur or replace with other generic artwork.

Woodburners / Fires

Please have newspaper ready for quick and easy lighting. (seasonal)

Lights / Lamps

ALL lights to be on on arrival, to create the right ambience, I may want to switch certain lights off so it is a good idea to replace any broken lightbulbs and have some extras on standby.

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Exteriors & Gardens

On the sales particulars, the lead image is usually that of the front elevation of the property. This image needs to be amazing as it will be the first image any prospective buyer will see. It needs to invite the viewer in and motivate them to want to see more.

General Preparation Recommendations

- **Vehicles:** Be ready to move vehicles from driveway or parking area
- **Driveway:** Ensure it has been swept, weeded & is not muddy
- **Bins/Recycling:** Hide or make them easy to move
- **Lawn:** Cut 2-6 days before your photography appointment
- **Pots:** Hide any unused pots
- **Garden Machinery:** Where possible hide away either in the shed or garage
- **Toys:** Where possible hide away either in the shed or garage
- **Boats & Caravans:** If these can't be removed, make them look tidy.
- **Washing lines:** Take down and hide where possible
- **Chairs/Table:** A great way to assist the sale is to help any prospective buyer imagine living here; consider adding some lifestyle; adding a bottle of something and a few glasses and a book works really well.

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Kitchens

Kitchens are one of the most social rooms in a property, especially when hosting. Showing space by decluttering allows buyers to imagine themselves using the space.

Worktops

Less is more. Display your kettle, toaster, utensils and anything else that's attractive.

Islands

Islands look best furnished with flowers, a full fruit bowl or both if large.

Optional

Flowers on kitchen islands look great but make sure they are not too wide or tall as they can dominate a small kitchen.

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Dining Rooms

The dining room is the place a family meets to sit down and enjoy time together over food. Dress the room to capture the atmosphere.

These notes are valid, however a set dining table in a 2-3 bedroom home can look out of place, please only dress the table if you think it suits your property.

Dining Table

- Set the table with placemats, cutlery, plates, bowls, and wine glasses.
- Furnish the table with 1-2 bottles of wine.
- Optionally, a white casserole dish/salad bowl (with or without salad) can help fill empty spaces on the table.

Additionally, the dining table needs to be able to accommodate the same or more number of people the property can sleep. For example, a 3 bedroom property would need to seat 4 people or more.

Important side note.....

An Empty dining table with flowers or centre piece, is better than a half dressed table if you can't manage to do a full set up

Optional

Flowers either on the table or windowsill in the room can look great.

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Living Rooms

Living Rooms are one of the key rooms to Present at its best.

Creating space and depersonalising allows a buyer to imagine themselves living and relaxing in its space.

- Settee's/Sofas: Plump and align all cushions
- Cables: Remove or hide any visible cables
- Rugs: Make sure all rugs are vacumed, flat and parallel to its surroundings
- Coffee Table: Large art books or magazines in a pile look great
- Woodburner/Fire: Sweep/vacumed, hide excess wood, brush stoker etc, have some newspaper ready to help light fire if needed

Optional

Flowers on a windowsill or coffee table can really brighten up a room.

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Bedrooms

Generally showing all bedrooms if you can is best. I often see 4-5 bedroom homes where one bedroom is used to hide clutter - this is fine if you don't have any other options.

Adult Bedrooms

- Wardrobe: Remove/hide clutter from top
- Bed: Ensure no clutter is visible under the bed
- Duvet: Choose a colour/pattern that compliments the room and something which is cotton works best as shiny materials can often display a different colour when photographed
- Dressing Gowns: Remove/hide
- Toiletries: Remove all toiletries (except perfume if it looks good)
- Jewellery: For security, remove all jewellery, jewellery boxes and watches
- Personal Items: Remove where possible
- Bins: Remove bin from room

Children's Bedrooms

Children's bedrooms are going to have toys in and sometimes there's not enough space to hide them all. The best route here is to make the room look as organised and attractive as possible. Show it as the magical (but well organised) play and rest area that it is.

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Bathrooms

If your property is large with multiple bathrooms, it is likely the main bathroom and one en suite will be photographed.

- **Towels:** Either remove all towels or replace, fold & place neatly
- **Bath Mats:** Remove all bath mats (or any other floor furnishings)

Bathrooms are often small removing floor coverings makes the room look larger.

- **Showers:** Please clean glass and allow adequate time to dry
- **Toilet:** Seat and lid down (remove seating aids if fixed)
- **Toiletries:** Remove all but 2-3 full stylish bottles/containers
- **Toothbrushes:** Ideally hidden
- **Toilet Roll:** Either none or a new toilet roll
- **Cleaning Products:** Remove all cleaning products including brushes

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Snugs ~ Sunrooms ~ Conservatories

If you have a snug it's worth thinking about why it appealed to you.

If it was for relaxation then this is the story to tell buyers with photography.

General

- Cables: Remove/hide/tidy any visible cables
- Cushions: Plump and straighten
- Toys: Remove or hide where possible
- Rugs: Make sure all rugs are vacuumed, flat and parallel to its surroundings
- Woodburner/Fire: Sweep/vacumed, hide excess wood, brush stoker etc, have some newspaper ready for lighting if needed

Optional

SNUG ~ A well placed throw, an interesting book, and a drink can really create a warm comforting room.

SUNROOM ~ open doors with chairs nicely positioned maybe some wine or fizz glasses or tea & biscuits.

CONSERVATORY ~ Doors open chairs and relaxation vibes

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Additional Spaces

Utility Rooms

De-cluttering and tidying will go a long way to improving the look of your utility room. Remove any clothes and detergents and anything else that looks untidy.

Offices

Working offices look best tidy. Please organise files, folders and create as much space as possible.

Porches & Hallways

Please remove coats or reduce to just a few, shoes and any other clutter.

Dressing Rooms

Put away all clothes and cosmetics. A handful of perfumes can look good on top of a dresser.

Garages

Garages are not often photo worthy unless its tripple bay or some other feature, garages are a good sapce to store all the other things you might need to hide.

Sheds and Greenhouses

We will not need access to these areas.

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