

# preparing your home for a photo shoot

De-cluttering and de-personalising your home for a photo shoot is an important step in the marketing process. This checklist will give you a guide to what can be done to improve your homes appeal. Many of these tips also apply when preparing your home for viewings and open houses.

## General

- Clean! Don't forget the windows, inside and out.
- Open all curtains and blinds.
- Replace all blown light bulbs including table lamps.
- Consider replacing dull fluorescent and CFL lights with new 'daylight' bulbs.
- Turn on all lights, turn off ceiling fans and TVs.
- Remove excess furniture.
- Hide any personal effects and photos.
- Remove any sign of pets and their bowls, bedding etc.
- Remove any sexual, political or religious items.
- Remove and secure any valuables and expensive artworks.
- De-clutter! Remove half of your knick-knacks, books and keepsakes, and then half of the remainder as well!
- If your house is empty, leave a chair to give your images a sense of scale.

**Tip:** I won't be photographing the inside of your garage or shed (unless it has special features), so store all your personal effects and excess furniture here.



## Kitchen

- Clear bench tops of all items and appliances.
- Remove all items from the front and sides of fridge.
- Hide away any bins, brooms, mops etc.
- Remove any dish washing liquids, plugs, tea towels etc.
- Thoroughly clean all visible surfaces.

**Tip:** Add a colourful bowl of fresh fruit or flowers.

## Bathrooms

- Clear bench tops of all toiletries.
- Remove any soaps, shampoos etc. from showers and baths.
- Remove any floor items like bins, scales, mats and baskets.
- Replace old shower curtains.
- Remove toilet brush and toilet rolls, and close toilet seat.
- Thoroughly clean all visible surfaces.

**Tip:** Add fresh towels neatly folded or hung on rails.



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## Bedrooms

- Clear room of all clothes and shoes.
- Remove all items from bedside tables except lamps.
- Remove any floor items like fans, heaters and bins.
- De-clutter desk, dressing table, draws etc.
- Remove excess posters and toys.

Tip: Dress your beds with your best linen and pillows.

## Living Areas

- Hide away remote controls, cables, game stations.
- Remove any small rugs and other floor items.
- Set your dining table with your best plates and cutlery.
- Clean under lounges, we may need to rearrange these during the shoot.
- De-clutter any shelves, mantles and display units.

Tip: Straighten tables and chairs, and arrange cushions neatly.

## Backyard

- Put away any garden tools, hoses and tools.
- Mow lawns, weed and prune gardens.
- Remove any toys, bikes and play equipment.
- Clean pool or spa and hide away any equipment, toys, covers etc.
- Retract or remove any cloth lines if possible.
- Open patio umbrellas, clean and arrange patio furniture and BBQ.

Tip: Place a bottle of wine and two glasses on your patio table.

## Frontyard

- Put garage doors down, no vehicles in driveway or on street.
- Remove stains from driveway.
- Remove garbage bins from sight.
- Clear gutters of leaves.
- Mow lawns, weed and prune gardens.

Tip: The front of house may be the most important shot! Consider how you can improve your street appeal.



Architectural and Property Photographer

Paul Grey  
Photography

[paulgreyphotography.com.au](http://paulgreyphotography.com.au)

0417 287 013

[info@paulgreyphotography.com.au](mailto:info@paulgreyphotography.com.au)