

PROPERTY STAGING GUIDE TO PREPARE FOR PHOTO AND VIDEO SHOOTS

These staging guidelines will help your property look its absolute best so you can get the most out of your listing photos

Rooms We Hope to Capture

Living Room, Dining room, Family Room, Kitchen, Master Bedroom, Master Bathroom, Additional Bedrooms and Bathrooms, Library/Study, Game Room, etc.

General Items to Remove from View

Stacks of papers/mail/magazines, remote controls, tissue boxes, small carpets/mats, visible cord bundles, surge protectors, modems, home phones, displayed personal photos, trash cans, pet beds and food/water bowls.

Lighting, Blinds, and Ceiling Fans

Let in as much natural light as possible. Open all blinds, shutters and curtains (Outdoor views expand the depth and appeal of the room). Turn on all lights in the home, including overhead lights, lamps and recessed lights. Turn OFF ceiling fans for photo shoots. Turn ON ceiling fans for video shoots.

Kitchen

Declutter kitchen countertops, remove excess appliances, put away all dishes, remove dish towels, sponges, and items in and around sink, move trash cans out of view, remove magnets and other items displayed on the refrigerator, clear top of refrigerator.

Bathrooms

Put down toilet seats, remove used towels, extra toilet paper rolls, laundry baskets and trash cans, hide toilet cleaners/plungers. Make sure sink/counter and mirror are clean and free from splatters.

Bedrooms

Make sure beds are made neatly, remove laundry baskets and trash cans. Remove/hide any personal bedside items such as alarm clocks, reading glasses, personal papers, medicine bottles, cell phones/chargers, etc.

Pets

Be sure to accommodate your pets in a secure location during the shoot. Be sure to remove all kennels, cages, pet beds and food/water bowls from view.

Bonus Staging Tips

Increase the visual appeal of the home with extra staging touches such as flower arrangements, coordinated table settings, fruit basket in kitchen, fresh towels in bathrooms, etc.

Exterior

Prepare for photos to be taken of the front and back of property

Remove lawn equipment, bikes, children's toys, pool toys, empty flowerpots, pet items, school/club/security signs and other unnecessary items from the yard/patio. Be sure garden hoses are stored neatly. Remove seasonal decor (A properly displayed American flag is always appropriate) Move all vehicles out of the driveway and away from the front of the house. Keep all garage doors closed.