



A GUIDE TO PREPARING YOUR HOME FOR PHOTOGRAPHY

CPCREATIVE
PROPERTY MARKETING



“CREATING GREAT PHOTOGRAPHY FOR YOU AND YOUR ESTATE AGENT”

First impressions are important when marketing your property. Quality photography of your home will grab the attention of buyers and increases exposure via web portals, brochures and local advertising.

Just a few minutes of preparation makes a big difference. Here is some helpful advice for getting the very best photography of your property:

Living Rooms/Dining Room

- Open all curtains and blinds to allow as much natural light as possible
- Switch on any lamps, wall mounted and feature lights
- Clear worktops, tables and sideboards of papers and non-essential items
- Maximise floorspace by clearing toys, boxes and any easily movable items

Kitchen

- Ensure that washing up is cleared from the sink and draining board
- Remove pots and pans from hob and worktop
- Clear kitchen worktops of branded packages and bottles
- Hide away bins, cleaning products and utensils

Bedrooms

- Make sure all beds are freshly made and pillows are plumped
- Try to cover/hide anything unsightly that is stored under the bed
- Tidy away any piles of clothes, shoes, towels and dressing gowns

Bathrooms

- Remove all towels, bath mats, dressing gowns and bins
- Hide from view any detergent/cleaning products and toiletries
- Ensure bathroom suite is clean and dry

Outside Areas

- Remove any vehicles and bins from the front of your home
- Clear your garden of toys, washing lines, bins and machinery
- If possible, a freshly cut lawn will look fantastic

And Finally...

- A vase of flowers add colour to a room for a great finishing touch
- Hallways are not often photographed so are a great place to store items
- Discuss any photo ideas with our photographer during the photoshoot

Please do not hesitate to contact us if you have any questions or need further advice prior to your photoshoot.