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PHOTOGRAPHY



Clear out anything you possibly can
- less is more!



Patch or Painting

A paint job can make a significant difference in a potential buyer's eyes and freshen your house. Depending on your budget, you should start off by marking down which walls have cracks and major scuffs which require urgent attention and then any other walls you think could do with a freshen up. It might also be a chance to consider changing any feature wall colours to more neutral tones. It is important to make the property appeal to as many buyers as possible. Don't forget any window frames and doors.

New paint and resurfacing can deliver overnight transformation, particularly if you don't have the time or finances for a full renovation.

When you get your property ready for the photographer, then you are ready for open houses too



Stunning



Photos

Underpinning any real estate campaign are the photographs highlighting the property's selling points. There are a number of steps to ensure that your home is presented in the best manner possible and a checklist can be found in the following pages, however the most important step is employing a skilled photographer. I've found with over 20 years experience in Real Estate Selling, Interiors and Photography Industries that the same room can look stunning or ordinary depending upon staging, lighting and angles. Experience counts.

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Cleaning

This is the time to give your property a thorough cleaning. Remove dirt, dust and grime - if you can see it so can the camera. Ensure that you clean windows as well. Remove any mould or grime from bathrooms. Keep an eye out for dirty vents, sneaky cobwebs and anything else that could make potential buyers think the property wasn't well maintained. Don't forget that potential buyers will open any door in your property, so make sure that everything's neat and tidy inside.

Consider steam cleaning carpets or replacing if they are significantly damaged. And look for any small items that need replacing e.g. broken powerpoints or door handles. If you are utilizing cleaners, gardeners or tradespeople make sure they are scheduled just before the photography shoot to make sure the property is as pristine as possible.



Styling

Styling is another instant facelift that can give your property a fresh look which appeals to buyers. You can hire a stylist to take care of this for you, or hire furniture and accessories and do it yourself.

Removing lots of clutter makes the prospective buyer able to see the room properly while more importantly, making the room appear larger. Also de-clutter cupboards so that it appears that there is plenty of storage space.

No one likes living in darkness or having to leave the lights on during the day.

Using mirrors, trimming branches and changing window dressings are all ways to increase the amount of natural light into the interior.

Define each room so that potential buyers can imagine how the rooms would look and feel for their family. There is nothing worse than an empty room when it's time to sell a property.

Pre-inspection



If you're still living in the property during the sale, you may find yourself cleaning a lot. Keep an eye out for dirty dishes in the sink or dishwasher, try to keep the laundry hampers empty, wipe down benchtops and mirrors in kitchens and bathrooms and do any spot vacuuming prior to inspections. Open all your blinds and curtains to allow in as much natural light as possible. Consider fresh flowers or easy to maintain pot plants are a great way to fill a house with lovely fragrances and colour and "life". Try to avoid cooking any foods with a strong smell and make sure you stay on top of any pet odours whilst the house is on the market.

Finally, imagine you are seeing your own property for the first time. Invite a friend for a second opinion and be sure to pay attention to minor details like straightening cushions, packing away personalized items and making sure that every surface is clear of clutter.



Look at the outside of your property from a buyer's perspective, whatever you find to be distracting, messy, broken or untidy should be removed or fixed.

<input type="checkbox"/>	Hoses - neatly coiled up on rack, or out of sight.
<input type="checkbox"/>	Lawns - recently cut. Leaves - swept up/away.
<input type="checkbox"/>	De-clutter all outside areas to create space and ensure the entrance is clear.
<input type="checkbox"/>	Tools, pet food bowls, shoes & toys - removed out of sight.
<input type="checkbox"/>	Rubbish bins - removed out of sight.
<input type="checkbox"/>	Cars / Trailers - out of sight parked in garage, or parked out the front of next door.
<input type="checkbox"/>	Garden - tidy & weeded, hedges trimmed.
<input type="checkbox"/>	Pool - chemicals and creepy crawley and hose hidden out of sight.
<input type="checkbox"/>	Sweep pathways, patios and driveways.
<input type="checkbox"/>	Plants - replace dead plants. Tidy up if messy to present nicely.
<input type="checkbox"/>	Clean tiles/decking or paving around the edge of the pool and vacuum pool.
<input type="checkbox"/>	Clothes line - remove washing.
<input type="checkbox"/>	Check all exterior lights are working - important for evening shots.



This is just as important as the outside of your property. The first thing you should do is decide with your agent which rooms you want featured in the photo shoot, and ensure that these rooms look the best they can.

<input type="checkbox"/>	First impressions count. Replace old doormats with new welcoming mat.
<input type="checkbox"/>	Pet food bowls & toys - out of sight.
<input type="checkbox"/>	Beds freshly made.
<input type="checkbox"/>	Toys - hidden out of sight.
<input type="checkbox"/>	Lights - turn all lights on during the photo shoot. Make sure all bulbs are working.
<input type="checkbox"/>	Electrical cables - hide from view.
<input type="checkbox"/>	Mirrors - clean, streak free.
<input type="checkbox"/>	Windows - clean, open blinds to let in the light.
<input type="checkbox"/>	Walls - clean marks.
<input type="checkbox"/>	Magazines, newspapers and bills - out of sight.
<input type="checkbox"/>	Entrance and Hallways - clear and arrange to maximise space.
<input type="checkbox"/>	Light globes - ensure all lights are working, replace any blown globes.
<input type="checkbox"/>	Floors - cleaned and mats neatly arranged.



Interiors

<input type="checkbox"/>	Bathroom - clear away personal items. Display nice fresh towels and soap.
<input type="checkbox"/>	Bathroom - clear away items from shower recess.
<input type="checkbox"/>	Bathroom - Put toilet seat down, remove toilet brush and excess toilet rolls.
<input type="checkbox"/>	Bathroom - Remove any mould or water stains.
<input type="checkbox"/>	Cushions - keep to a minimum and neatly arranged.
<input type="checkbox"/>	Furniture - neatly arranged to help enhance room features, or remove excess.
<input type="checkbox"/>	Bedrooms - make sure storage items are not visible under the bed.
<input type="checkbox"/>	Bedrooms - Add a lamp or a small plant to bedside tables where possible.
<input type="checkbox"/>	Bedrooms - Declutter bedside tables. Remove phone chargers, etc.
<input type="checkbox"/>	Kitchen - dishes washed and put away, small appliances hidden.
<input type="checkbox"/>	Kitchen - remove fridge magnets and personal noticeboards.
<input type="checkbox"/>	Kitchen - if possible add some decoration either flowers, or small bowl fresh fruit.
<input type="checkbox"/>	Garages / Laundries - Generally not photographed but ensure de-cluttered and neat.