



Preparing Your Home

In order for your home to look the best, sell the quickest, and for the highest price, we request that all preparation (including lawn maintenance, cleaning, painting, and staging) be completed **the day before** to eliminate as much dust as possible in the photos and to keep to the 1 hour allotted for the session.

Here are some tips to ensure your home stands out...

1. De-clutter – This is the first and most important part of the process. It can also be the most difficult because you have spent time making this your home. Keep in mind that you want potential buyers to view this as their home now! It is recommended to remove most if not all family photos. Remove excess magazines, movies, remotes, coasters, knick-knacks & other items from entertainment centers and tables.
You don't have to leave shelves bare but you should organize what remains. A few picture frames, books, artwork, and plants would be acceptable to leave for staging purposes. This will open up the buyer's imagination to what they will be able to do with the space. The goal is to create the look of functional space without looking cluttered or completely empty.
2. Maintenance – The last thing potential buyers should think about when viewing your home are any repairs that need to be taken care of. Replace all light bulbs (we recommend using daylight bulbs), broken or missing fixtures, outlet covers, switch plates, doorknobs, etc.
3. Clean – Having a nice shiny surface will help the photos to look crisp and sharp and it speaks volumes to anyone viewing your home. If a homebuyer is shown 2 identical homes and one is particularly clean they are more likely to remember

and choose the home that appeared to receive greater attention by the current owner.

4. Landscaping – Don't forget about the outside! A freshly mowed lawn, trimmed hedges, and a clean driveway will make your home more inviting. This is your chance to make an amazing first impression. Consider planting fresh flowers and mulch in flowerbeds and around trees. Remove all trashcans from view. Sweep and/or wash off the driveway, sidewalks, porch and patio. Declutter patios so there are not a lot of unused items visible.
5. Pets – All pets and their food/drinking containers should be removed or placed in an area that will be secured and not seen in the photos (we recommend a utility room or closet if possible).
6. Showings/Vendors – We request that all vendors including stagers have completed their work at least 2 hours prior to our appointment to ensure that dust has settled in the home. We also request that no showings are set up for the time we are going to be taking photos.

We look forward to serving you and assisting you in selling your home. Should you have any questions feel free to send us an email or give us a call.

Sincerely,

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