



Preparing your property for photography

A picture paints a thousand words

Make sure the photography of your property makes the perfect first impression

This simple checklist is a useful guide to ensure your home is prepared for photography which will capture the true ambiance and setting of your property.

Property photography goes beyond just still imagery, with the advance and appeal of social media, and virtual visits, video tours, drone photography and 360 tours capture all highlight parts of a property which traditional still photography might not.

Ahead of working through this checklist speak with your agent and advise them of the best hours of sunshine and timings when regular maintenance work will have been completed.

Always advise your agent of any rooms, areas, furniture, photos or personal items you do not wish to be photographed or require to be blurred in the final images.

Real Estate agents have strict guidelines around the use of photoshop as it is essential we do not misrepresent your property. Images may be brightened but we will never add or remove items, for example we are not able to photoshop power lines, plugs, faults or add features.

Timings

- The photographer will arrive ready to start work following a tour of your home and guidance from your agent as to the key images and any notes your have provided.
- The photographer will move quickly from room to room as they aim to return your property photography quickly so it is key to be ready for their arrival, otherwise they will charge additional waiting time.
- Please note if drone imagery is being taken, we will have applied to the local police/townhall in advance for approval to fly the drone camera for a set period of time.

Exterior

- Make sure all shutters are fully open and windows closed, this gives a property symmetry in the final pictures.
- Ideally remove cars or vehicles from the driveway of your property to ensure a clear external image.
- Make sure all paths and terraces are clear/swept and avoid watering plants and lawns just before the photos.
- Prepare any terraces, removing covers of furniture and adding cushions, throws and simple decoration where suitable.
- The addition of rolled towels on sun loungers is a helpful addition.
- Please prepare to open all sun umbrellas.
- Ideally remove all garden games and any equipment for gardening, including garden hoses or watering equipment.
- If people are working within the area of your property please advise them of the photography.

Interiors

- Make sure all doors are unlocked.
- Switch on lights and lamps in all rooms where suitable.
- If your property has a fireplace, please prepare and the photographer will advise if suitable to photograph.
- Remove personal items especially from kitchens and bathrooms, including post, postcards, calendars and family photographs.
- Ensure kitchen surfaces are clean and with minimal items present.
- Preparing dining tables/ kitchen tables with place settings, or simple decoration including flowers or fruit is very useful as it helps a potential buyer envisage a space.
- All beds should be made and wardrobes should be closed.
- Multiple product containers should be removed from bathrooms and all towels removed or folded simply.
- Try to simplify the number of items present in hallways to allow a clear view of the space.

Extras

- We advise, where possible, to avoid photography during periods of time that will date an image, for example Christmas decorations.
- For properties that have access to additional services, such as swimming pools, parking, gyms and tennis courts, please ensure access to photograph these areas as we prefer not to feature people within the imagery.

For more information

- Keen to know more about preparing your home for the international property market, scan the QR code below to read top tips from our team of professional agents.



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