
Prepare your house for a photo shoot

Ask yourself if your property is ready

Is my house in the best condition to be photographed? In many cases, the answer is NO.



When you decide to put your house up for sale, you should understand that your household becomes a product to be commercialised

1. Order.

It is imperative that your home is tidy. The different rooms of the property must be decluttered so that the photos can transmit their true dimension of the space. Cluttered and stuffy rooms always seems smaller than it is.

2. Cleanliness is beauty.

It is often taken for granted, but the truth is that not everybody has the same criteria as to what is considered the basic cleanliness of a property....

As in the previous point, without mincing words, the property has to be presented immaculately. The bathroom, has to appear like a spa; the kitchen, has to be tidied up with no wringers, rags, dirty dishes or pots visible; the bedrooms, as if were hotel rooms; The hall, resplendent ...

3. Neutralize the ambient.

Properties with a very pronounced personality are more difficult to market because customers find it harder to relate to them. The main rule of staging a property is to "neutralize" the environment: Eliminate from view personal objects, photographs, excess decorations and toiletries in bathrooms.

4. The magic of Home Staging.

Empty properties or in need of a refurbishment can come out a bit dishevelled in photos, appear narrower and not welcoming ... Hiring a home staging service can be a good practical and aesthetical solution to prepare your house for sale. With a few cardboard furniture, some plants here and there and a couple of light touches, the same space will be well furnished, decorated and illuminated.

5. Fix up.

Photoshop does not do miracles and defects cannot always be eliminated just by using a good photo editing program. The possible buyers will perceive an old house, neglected and will move on to the next one. Decide with you real estate agent what improvements to perform: repair damages (walls cracks, damp patches, broken furniture, loose electrical cables, etc.), sort out bathrooms and kitchen, ensure a good lighting, paint where needed...

It is proven that the buyer values the improvements above their actual cost.