Preparing Your Home for Real Estate Photography

Make the best first impression—online.

One of the most critical parts of marketing your home is how it appears online. Most buyers begin their search on the internet, and great photos make all the difference. We bring in a professional photographer to capture your home in its best light, but your help before their arrival is essential. Here's a complete guide to get your property photo-ready:

General Interior Prep

• Declutter completely—clear off all flat surfaces like counters, vanities, tables, and dressers.
• Remove personal items such as family photos and children's artwork.
• Hide cords, chargers, and electronics.
• Turn on all lights and replace burned-out bulbs.
• Open blinds and curtains to let in natural light.
• Simplify décor by removing throw blankets and excess pillows.
• Tuck away pet beds, bowls, and litter boxes.
• Remove all waste bins from view.

Kitchen

• Clear countertops completely—hide coffee makers, toasters, and small appliances.
• Remove everything from, on top of, and around the refrigerator.
• Put away dish towels, sponges, and soaps.

Bathrooms

• Clear countertops—store toothbrushes, hair tools, and personal items.
• Remove towels unless they are decorative and neatly displayed.
• Close toilet lids and shower curtains.
• Remove bath mats, scales, and garbage cans.

Bedrooms

• Make beds neatly with fluffed pillows and smoothed bedding.
• Clear nightstands and dressers.
• Tidy up under the bed—these areas can show in photos.

Living Areas

• Remove books, magazines, toys, and clutter.
• Straighten pillows and furniture.
• Hide wires, remotes, and electronics.

Exterior & Curb Appeal

• Remove cars, bikes, and toys from the driveway and front of the house.
• Mow the lawn and tidy landscaping.
• Sweep porches, patios, and walkways.
• Stage patio furniture attractively.
• Remove visible garden tools, hoses, and trash bins.

Bonus Tips

• Keep pets secured or out of the home during the shoot.
• Plan to leave during photography for best results.
• Garages are typically not photographed—they make great temporary storage spaces.

Your home only gets one chance to make a first impression—let's make it a great one!

Have questions or need help with staging? I'm just a call or text away.

Elevated Real Estate Solutions – The McClara Team