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PRESENTING YOUR HOME FOR PHOTOGRAPHY/VIDEO

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▶ PRESENTING YOUR HOME FOR PHOTOGRAPHY & VIDEO

With Fitzpatricks Real Estate, you receive the luxury of a professional inhouse photographer and videographer who will ensure your property looks its best to help you achieve the best possible result. However there are things that you can do to assist with the results.

PHOTOGRAPHY & VIDEO PRESENTATION CHECKLIST

General Areas

- Do a general tidy up and de-clutter - An uncluttered room with minimal furniture, gives a more spacious feel. Move anything that looks untidy or doesn't need to be there e.g. remove all personal items from the bathroom, clear the coffee table etc
- Make sure your home is well lit by putting blinds up to let in maximum natural light and turning on all lights including lamps
- Check and replace light bulbs, ideally they are all the same colour

Kitchen

- Take magnets/photos off the fridge
- Remove tea towels from oven
- Hide or tie any loose electrical cords
- Put dishes and dish rack away
- Hide dish cloth

Bathrooms

- Neatly fold towels on towel rack, remove non-matching towels, or all towels
- Put toilet seats and lids down
- De-clutter, hide toothbrushes, paste, razors, hair dryers shampoo bottles, washers
- Ensure toilet roll is not empty

Lounge room & Living rooms

- Turn off TV and hide remotes
- Remove all toys, fans, game consoles
- Neatly position cushions
- Light any wood or gas heaters in winter
- Remove exercise bikes/equipment
- Arrange DVDs, games, books neatly in shelves
- Hide or tie and loose electrical cords
- Make sure all lamps are plugged in and working and hide cords where possible
- Note: small details like faces in family photos won't be recognisable, we will blur them if we think its needed. Hiding family photos before we get there is preferable

Bedrooms

- Neatly make the beds
- Remove all toys from the surface of beds and floors
- Remove all personal items
- Ensure bedside lamps are working, turned on and have the same colour bulbs
- Remove posters/stickers from walls



Outside

- Ensure vehicles can't be seen; move cars out of the driveway or carport
- Don't park cars directly out the front of your home, instead park at the neighbors
- Put garage doors down
- Restrain or put dogs somewhere such as the garage; although we love them, most are so excited to see visitors that they get in the road and jump up
- Mow lawns and tidy gardens
- Take the plastic cover off any barbecues (even if it's an old BBQ, it looks better off)
- Place garbage bins out of sight from the front of the house (On the street is fine)
- If you own a jacuzzi/spa take the cover off. It's preferable but, not necessary, to have it full and running
- Turn on any water features
- Remove washing and pegs from clothes line
- Tidy up anything outside seen through the windows from inside
- Hosing down concrete leaves wet and dry patches. Please ensure that you leave enough time for the concrete to fully dry before the photography or just sweep
- Remove creepy crawlies from pool, remember to ensure that you leave enough time for the concrete to dry or else it's better to just leave it in

Extra things to consider

- Remember as a general rule of thumb anything you can see, the camera can see
- Notify the photographer if there is something you do not want shown
- We can organise a professional stylist, find out more from your sales agent
- We generally don't photograph laundries, inside sheds, garages or walk-in cupboards
- If your woodwork is scuffed or the paint is fading, consider some minor redecoration, we are not allowed to Photoshop such things
- We legally cannot manipulate photographs, this means we cannot remove or change objects, for example if a wall needs painting or a hole fixed, be sure to have it done before the photography
- Table setting – set up your dining and/or alfresco, wine glasses and bottles
- Fill up baths and spas with bubble bath
- Sometimes bulky objects such as armchairs enclose a space and restrict the view of the room, consider moving any large armchairs from an open space to a corner or out of the room altogether
- Light any candles
- Keep the photographer happy, this can be achieved with cookies or any kind of treats really :)





▶ PRESENTING YOUR HOME FOR TWILIGHT PHOTOGRAPHY

Twilight photography is a great way to literally show your home in a different light. It makes use of the ambient light on dusk, which eliminates high contrasting light and shadows often seen during the day, thus creating an inviting atmosphere and aesthetically pleasing images.

Twilight photography generally focuses on the exterior of the house. However, if permitted we also take interior photos of any main living areas and features. Interior photos are generally of living areas, special features and sometimes the main bedroom.

In addition to the *presenting your home for photography checklist*, there are a few other important points to consider when presenting your home for twilight photography:

Things to do prior to the photographer arriving:

- Please open blinds and turn on all lights including garage, garden or pool lights
- All internal lights that can be seen from the outside. eg. bedroom lights
- Blinds don't have to be fully up they just need to have light admitting through them
- Check and replace light bulbs & make sure all lamps are plugged in and working
- Turn on any water features and turn off any sprinklers
- All presentation tips on the previous page apply





Extra things to consider

- Lighting any candles, fire places, fairy lights or any feature lights
- Turn off ceiling fans
- If you own a jacuzzi or have a renovated bathroom; fill up the tub with bubble bath
- A bottle of wine and wine glasses can set a nice scene
- Remember as a general rule of thumb anything you can see, the camera can see
- Keep the photographer happy, this can be achieved with cookies or any kind of treats really :)

Lifestyle photography

We are all about going the extra mile. Ask us about lifestyle photography if you own a unique property that offers lifestyle features such as pool, tennis court, acreage etc. We maybe able to work with you to include models and props to make your photos stand out from the rest. Or perhaps you don't own a lifestyle property but a family member, friend or pet would be interested in being in the video or photographs.



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