



One Stop Custom Bundle For Realtors & Sellers Visual Needs In Marketing Any Property
Using The Newest Technology in The Real Estate Market.

TIPS FOR PREPARING YOUR HOME FOR AN AERIAL AND INTERIOR PHOTOSHOOT

Preparing your home for a photo shoot is very similar to preparing your home for an open house, but you only have to do it once. The photo shoot is an opportunity to show your house at its best, so put on your sales and marketing hat. Remember, you could have thousands of people viewing your home!

TAKE SOME TIME TO CONSIDER THE FOLLOWING TIPS WHEN PREPARING YOUR HOME

- **Think like a buyer!** Flip through magazines and imagine how your home would look in them.
- **Clean well and clear up clutter!** If you wouldn't see it in a model home, hide it! Put personal belongings out of site in closets, under the bed, in drawers, in boxes in the garage or attic, etc.
- **Lighten up dark spaces!** If you have dark furniture, you can brighten it up with a light colored throw blanket and pillows, if you have a dark rug, a neutral area rug can do wonders to brighten up a room!
- **Bright idea!** Use daylight bulbs in 65 watts these are recommended to show your rooms in the best type of light.
- Be sure to turn lights on about 15 minutes before I arrive, so lights are brighter. Incandescent bulbs take a while to warm up. If you don't have enough lamps in a room, consider buying a floor lamp or two.
- **What a bore!** Light, neutral paint is great, but if all the furniture is also light and neutral, try adding a pop of color with accessories. Yellow, Copper or red candles, Tulips, throw blanket, pillows, etc make add beautiful color without over powering!
- **View askew?** Need to hide an unflattering view? Semi-sheer s under curtains are perfect for letting light in and hiding any unflattering views.
- **Remember Curb Appeal!** Be sure that garbage cans are out of site and basic yard maintenance has been done.
- Pay close attention to the front of the house. Trim any dead branches hanging in front of your house. Liven up the front entrance with some flowering plants. Open blinds, drapes and shades. Be sure that blinds are the same length so you don't see one up, one down, one crooked.
- **Lights, Camera, Action!** Think about your home as if you were a producer. What are the highlights? What made you buy the home originally? Which are the best rooms to show off? Highlight features with little vignettes... a book and a throw blanket on an easy chair by the window or fireplace, a pitcher and glasses on a table by the pool, a made up bed with one side turned down is inviting!

TIME FOR THE PHOTO SHOOT

- **Be prepared.** The most commonly photographed rooms are the kitchen, dining room, living room, family room, bedrooms, bathrooms, Laundry rooms are generally photographed only if they are large or unique. I normally do not photograph the garage, so hide "stuff" in there.
- **Simplify the process.** When our photographers arrives, clear out as many people as possible and keep pets in a separate room. The process will go smoothly and quickly if the photographer doesn't have to work around the people and pets.



Drone Photography and Video has given Real Estate Agents the ability to really grab the attention of prospective buyers. When buyers are searching through listings, aerial photos of a home will instantly stand out from typical front yard views. The first thing buyers see when viewing a listing is the exterior, so curb appeal is important and the outside of the home should be in good shape, free of clutter, and presentable.

Staging is important; however, real estate aerial drone photography and videography can make an impact, grabbing a prospect's attention.

More and more Realtors are now taking advantage of the benefits of aerial photography and aerial videography for property listings, so it is important to prepare a property for a drone photography session. Below is a checklist that should make things much easier on you, and provide a smooth session for the photographer, drone specialist, and realtor.

CHECKLIST FOR PREPARATION OF AERIAL VIDEO

- Make sure the yard and landscaping are clean, fresh, and presentable. Bushes should be trimmed, grass should be freshly mowed, etc.
- All garage doors, front doors, and back doors should be closed
- Cover dirt with mulch to make it look more attractive
- Arrange all window coverings to be uniform
- Clean Porches, Outdoor furniture, etc.
- Remove or hide visible water hoses
- Clean up any kids/pet toys in the yard
- Clean and uncover grill (Grills with covers typically look bad from the air)
- Hide trash cans in the garage
- If the property has a pool, make sure the water is clean, and any pumps, pool cleaning supplies, etc. are hidden. Also, if the pool is covered, whenever possible, it should be uncovered and cleaned.
- Open any outdoor umbrellas
- Make sure any roofing issues have been addressed before the day of the session
- Remove all cars from the driveway and/or yard

REALTOR CHECKLIST DURING FILMING

- The property should be clear of all other people. (Gardeners, landscapers, contractors, other photographers, etc.)
- Whenever possible, the current homeowners should not be home during the session
- If the current homeowners refuse to leave during the session, a safety briefing must be conducted prior to session.
- If this is a twilight or sunset session, ensure that all exterior lights, water fountains, pool lights, etc. are turned on, and working. We also recommend that you turn the interior lights of the home on.
- A little common sense goes a long way when preparing the property for an aerial real estate photo shoot, or video shoot using drones. Sometimes, it is required for the real estate agent to be on site for the duration of filming/photography. In this case, we will work with you to ensure safety, and quick work. If you follow this simple checklist, your aerial real estate listing photo shoot should go very quick and smooth.
- If you would like community photos, many HOAs require permission, please get permission before the session.

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