

“Donna Voice Real Estate Photography”

Time Proven Tips for Maximizing the Effectiveness of the Photography of your Home

As you have already chosen us to photograph your home, you are already keenly aware that the very best photography will make a significant difference in making your home stand out from the rest. On the reverse side of this page, you will find a check list of what we have found are the most common areas which you can tick off to make sure all goes smoothly on the day of shooting and achieve the best result in the sale of your home.

Both the exterior and interior of the home will be photographed, including all major rooms unless otherwise discussed with your agent. Keep these things in mind as you prepare the home for photography:

We choose time of day for the shoot based on when the light is best for the hero shot on the outside. The internal sun comes from our lighting.

Where the photo shoot starts depends on the weather. Ideally we like to start with the front and back exteriors, then move on to the interior photos. We are constantly watching the sky for breaks of sun.

Our photo shoots involve quite a lot of lighting gear, it is a bit of a production really but it's all there to achieve the most natural look possible.

In addition to the check list, as you pass through your home, take a look around to see if you have personal items that you may not wish to be in the photos. Valuable items, large identifying personal photos or children's names as decorations are things you may consider putting away on the day of the shoot.

You are trying to show off the home's best features. An excess of "stuff" can distract from those features. As the saying goes - "less is more".

With our combined efforts, your listing will clearly stand out. The best result in the sale of your home is always our primary goal.

Cheers

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On the day

- Make sure there is no overlap with other contractors. IE; painters, lawn maintenance etc.
- Plan to have all your chores done prior.
- Often we are racing to catch the sun, and valuable moments can be lost while last minute things are being completed.

Inside

- Remove clutter. Use a temporary box if items not ready to be packed away. Bigger items can be stored in garage or storage space where possible
- Tidy book shelves, excess paperwork, toys, general living clutter
- Add colour - Flowers/fruit/plants/cushions etc can help enhance your home
- Ensure doors and windows can be opened (check locks and keys)
- Clean windows and open blinds and curtains
- Clear kitchen bench tops, pack away excess appliances.
- Clear magnets and paperwork from fridge
- Tuck rubbish bins, floor mats and pet bowls & beds away
- Clear bathroom vanities and showers; nice towels on bars straight and neatly folded. Put personal items away (i.e. toothbrushes etc)
- Make beds, remove excess clothes/hair dryers/ medications etc. Things under beds tucked out of sight
- Conceal exposed cables and cords as best that you can
- Hide portable heaters and de-humidifiers

Outside

- Remove vehicles, trailers, boats, rubbish bins, wheelie bins from driveways
- Consider placement of BBQ's, trampolines, toys, kennels etc
- Remove excess outdoor furniture and dead plants.
- Ensure decks are free of muddy foot prints
- Tidy gardens, lawns, decks and paths.
- Trim trees to enhance views and create space if applicable
- Remove cleaning brushes, vacuums etc from swimming pool area
- Remove washing outside from the lines
- Remove covers for spas and pools – ensure pools clean as possible
- If there is an outdoor table, consider leaving something to decorate the table (Tea pot & cups or wine glasses & bottle, magazines or whatever you feel appropriate to enhance the atmosphere)

Night Shoots

- Lights all working and of the same colour type, cool white/warm white /tungsten. Your eye may not see the difference, but it will be very evident in photos.
- Time – ensure rooms are READY to photograph, there is a very short window of time when the light balance is right, if house is not ready, shots can be missed