

PREPARE

FOR YOUR REAL ESTATE PHOTO SHOOT

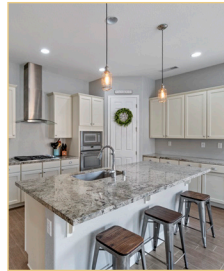
LUX

MASON MARKETING & MEDIA

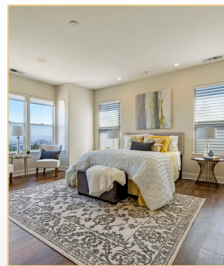
Making a lasting impression is critical to expediting the sale of your home. Marketing and presenting your residence in its finest "show ready" condition attracts buyer interest, dramatically increases showings, and ultimately leads to a faster closing. As a seller in today's market you play an integral role in achieving a quick and effective sale. Properly preparing your home for the photo session helps us capture elegant images that grab buyers attention. Follow these simple steps to get your home ready for the photo session and buyer showings should soon follow. Items cannot be moved from room to room while the photographer is on site. The interior and exterior need to be staged and ready prior to our arrival. In the event your home is not photo ready before the photography appointment, please arrange for your photo session to be rescheduled by 5:00 pm the day before your photo session.



Remove all clutter including tissue boxes, remote controls, and as many personal photos and items as possible. Floors should be swept and carpets vacuumed. If large area rugs cover beautiful flooring, remove the rugs. Also, hide all children's toys and portable cribs.



Wipe down counters and put all small appliances in cabinets. Remove magnets and photos from the refrigerator, hide sponges and soap dispensers. Don't forget to remove items from the top of the fridge and hide all throw rugs. Optionally, set the table with a full table setting. A bottle of wine with glasses can be a nice touch as well.



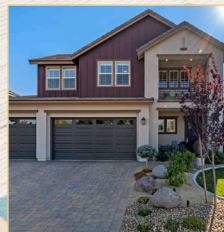
Make all beds and hide or organize children's toys. All floors should be vacuumed or swept. Hide tissue boxes, personal items, excessive photos, remote controls, alarm clocks and phone chargers. It is important that these and all other rooms in the house feel comfortable and inviting. Make sure all lamps have bulbs and are plugged in.



Hide all toiletries, such as soap dispensers, toothbrushes, and cosmetics - even the items in the shower area. Wipe down counters and remove throw rugs. Have clean folded towels in their normal areas. If any visible area is dirty, please clean. Also put away bathroom scales.



Have lawn at a presentable level; however, a fresh cut is not necessary. Roll up hoses, and have all outdoor furniture set up (open umbrellas). Make sure that trash cans are not visible. Put them in the garage or bring them to the street as far away from the front of the home as possible.



Right before your scheduled shoot time, make sure all interior lights are on, blinds are open, and ceiling fans are off in rooms that will be photographed. If bulbs are out in any room, please replace any that can be reached safely. Please remove all cars from the driveway and do not park in front of the house.

IMPORTANT TIPS

The laundry room or garage makes for a great temporary hiding spot for items that you need to quickly make disappear for the shoot. If there is not enough room in those spaces please hide additional items in closets or under beds. Remove seasonal decorations if possible. REMEMBER: Anything that is in the room will be captured in the photo, so remove anything of value that you do not want visible in photos.

The photographer will be happy to walk through the home with you before the shoot; however they only make light staging suggestions and micro adjustments. Moving items from room to room is not an option while the photographer is there; everything needs to be moved ahead of time. Thank you for the opportunity to photograph your home, we look forward to you seeing the finished media.