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## Home Photography Preparation

### The Big Picture

**De-Personalize** – Pack away identifying items on walls, tabletops and refrigerators such as family photos, diplomas, and other items with names or personal images on them.

**Put away Valuables** – You will want these items put away for showings. Now is a good time to decide how you want to deal with these items. If there is a large object that cannot be packed away like artwork, let us know so I can either make it unrecognizable in photoshop or keep it out or minimize its presence in the photograph.

**De-clutter** – Clear surfaces of extra items. 1-3 decorative objects is acceptable. Keep it tasteful.

**Arrange** – Take a look at the furniture in every room. Is it all necessary? Is it arranged to make the most of the space? Remove and/or re-arrange furnishings as needed.

**Consider visually harmonizing the space with neutrals and less patterns.** Fabrics with a great deal of pattern don't show well in photographs. If you have options of bedding, towels, curtains, etc., it is best to go with the one with less pattern and the most neutral that goes with the room.

**Surface Clean-** Get all the surfaces in view, smudge, fingerprint and dust free. If there is time to make the house spotless before my arrival, then please do. However, if you are getting short on time preparing, a quick wipe down to remove smudges/dust on surfaces and removal of specks on flooring/furniture will be enough for the photo shoot. Concentrate on getting your home staged for the photos and then deep clean everything for your first showings and/or open house.

### **Step back and fix things that affect the photo**

- Make sure light bulbs in bathrooms and decorative lighting are working and are the same color temperature
- Hide wires/cables
- Arrange/straighten items on shelves and surfaces

**Don't forget the outdoors!** – Clear the outdoor space of trash cans, hoses, and other clutter. Mow, trim, and rake the yard. Sweep the hard surfaces. Weed the beds. Vehicles will need to be moved out of the driveway or away from the house.. Please be sure your sprinklers are off during the shoot time.



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## Things to know...

**I generally don't photograph storage spaces (garage, attic, crawlspace, unfinished basement)** unless requested or if it has a feature that could be a selling point. These can be great places to store items that are being removed from rooms. Unfinished spaces can be a selling point, so I will consider photographing them on a case by case basis, especially if they have a window or roughed-in bathroom. Newly sealed crawl spaces may also be of interest. Walk-in closets are considered on a case by case basis depending on size and organization. Sometimes, even if not organized, I can crack the door to show the depth (row of hangers) without showing all the contents.

**Keeping items out of the photo.** If you have a stack of boxes, bins or other items in a room that you don't want in the photo, stacking them along the wall opposite of the windows is the best placement. In a cube shaped room, I often shoot into the room from the doorway toward the window. For open concept spaces, I can consult about placement or help to consider a better place for those items while photographing.

**Exteriors** - I may start by photographing the exterior first, especially if I arrive early for the appointment time. I need to pay attention to the position of the sun in the sky for your property, but also have to consider the incoming/outgoing weather conditions. Sometimes exterior light or weather is better at the start of the appointment, other times it is better near the end of the photo shoot.

**Walk Through** - If the homeowner would like me to do a walk through to inquire about specific items at my arrival, I'm happy to do so for those final adjustments.

**Time on Site** - Please note the full time of the window of your shoot. Through years of experience I know how much time to set aside for each property. Unless there are unexpected circumstances, I will be on site for most of the time scheduled.

**Pets** - I ask that all dogs, cats, or other normally free roaming animals are contained or at least out of the room I am shooting. I want them to be safe with no escapes! In addition, even the most polite pet may take issue with a stranger in their home. Also, keep in mind that there will be expensive equipment in the home. Cameras and flashes on tripods can easily be tipped over and cause damage to equipment and/or the owner's property. Let me know if there will be pets present at the property, if there are any concerns with your pet and if they are contained in a room I should not enter.

**Property Preparation** – Having access to your property is an honor I take seriously. I will always take great care while in your home. While on site, I may choose to make adjustments for the photo. The most common adjustments are lighting, ceiling fans, doors and window coverings. Any additional movement of objects is at the discretion of the photographer. The reason for this is I am creating a 2D photograph out of our 3D environment. Some examples would include: a lamp could be blocking a view, items on a countertop may need to be aligned for our photographic angle, remote controls tucked away or items in shower moved out of sight. I cannot guarantee exact replacement of items to their original position, but they will be nearby. Be assured that only visible items in the room will be adjusted with the utmost respect of property. I use my best judgment on this. If there are any particular items you would like to make sure I don't touch – like tricky blinds and such, then please let me know ahead of time.



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### Day of Shoot

- Straighten each room including throw pillows, bedding, curtains, and towels
- Put away those items that are in view because you use them daily – toiletries, remotes, paper towels, tissues...
- Don't forget to clear the bathroom counters and showers
- Make sure all surfaces and mirrors have been wiped down and are streak free
- Tuck interior trash cans out of view, possibly in the closet or cupboard.
- Put down all toilet seats (I can do this if vacant)
- Move vehicles out of the driveway or away from the house. Try not to park directly in front of the house if you have a level lot.
- Put away other exterior items including trash cans, if possible
- Make sure sprinklers will be off during the shoot
- Open window treatments - blinds can be turned flat
- Put away pet or bring offsite

### Helpful Notes to Leave for the Photographer

- Is there a Pet that has been contained – where? Can the photographer safely enter that room? Do I need to be careful about open doors because there is a cat that is an escape artist?
- Any large valuable items you would like me to edit out of the photos?
- Any issues with neighboring properties?
- Any special features I should be sure to photograph?
- Anything else I should be aware of?

**Ethics** - While all sorts of editing is possible today, the photographs must ethically be representative of a specific property when it is being marketed for sale. Permanent physical features of a property will not be modified. Image enhancements that do not materially change permanent physical characteristics of a structure or its environment are considered standard practice.

**Safety** - If at any time I feel that a current aspect of the home, person(s) or surroundings may cause harm, I reserve the right to leave the shoot or suspend/delay a portion of the shoot. In addition, for the outdoor portion of the shoot, please let me know if there may be any concerns with a neighboring property. While I make our best effort not to trespass, having a camera taking photos on the border of a property can be unsettling to neighbors if they are unaware of our purpose.

### Covid-19 Protocols

Upon entering all properties, I will be wearing a mask and sanitizing my hands prior to entry. In addition, I wipe down my equipment prior to each shoot. I also like to have a Lysol or Clorox wipe handy for touching knobs, switches and other items in the home. If you have a pet, suspicion of my presence in the home while masked may heighten their uneasiness. Please do have a plan to put them away or take them out of the house during the shoot.

Due to Covid-19, we appreciate all present at the shoot to be masked. I am a solo business owner. If I get ill, I cannot fulfill my appointments, and hurts my income and that of my clients.



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### About your photographer, Laura Fuelleman



- I only work with only the best listing agents! (no discount brokers, FSBO or ibuyers)
- My business model is based on quality, realistic photography - not quantity.
- I'm dedicated to shooting spaces and specialize in residential photography.
- 5+ Years Experience Photographing ReSale and New Construction
- FAA Airman License - Drone Remote Pilot Certificate since 11-1-2019
- NC Commercial UAS Operator Permit since 11-5-2019
- Clear Background Check through NC Real Estate Commission
- Home Measurement Specialist Certification
- Photography Equipment is Insured
- \$2M/\$4M Business Liability Insurance
- \$1M Drone Liability Insurance
- [PFRE](#) Conference Attendee 2019 (1st Annual) and 2020 (2nd Annual)
- Member [PPA](#)
- Member [Real Estate Photographers of America and International](#)
- Triangle Area Resident since June 2015, relocated from Wisconsin and Minnesota

Photo Use: The photographer has been hired by your listing agent to create imagery of your property as a part of its marketing strategy for its sale. The photographer holds the copyright of the imagery. The listing agent is the party licensed to use the photos for marketing and they cannot be reused by another agent.

Once the property is sold, the sellers may request photos from the photographer free of charge with the limitation of personal use only. Please contact Laura at [laura@showspacesphoto.com](mailto:laura@showspacesphoto.com) to arrange to have the images sent to you with your release.