

LIQUIDESTATE.caTM

REAL ESTATE MARKETING

it's all about
**IMPRESSING
POTENTIAL
BUYERS**

**PREPARING
YOUR HOME**
*for Photography
Video, Scanning
& Showings*

**Get Ready
Get Busy
Get *SOLD!***

It's all about attracting, pleasing and capturing a buyer. Eliminate distractions and take care of minor deficiencies in order to arouse curiosity and peak the interest from the first and second exposure.

First Exposure, is seeing your home online or during property search reviews with their agent.

Second Exposure, is when they come to see your home in person.

Each have similar needs and a few very different, but important key roles.

First Exposure: wets their taste buds, does the pre-qualifying, develops their excitement to 'want to see it'

Second Exposure: needs to match the 'yes, *this is what we came for*' desire, fulfill the senses of touch, sight and sound.

THE 'MUST DO' TOP 3

- CLEAN EVERYTHING!** A clean and tidy home conveys a sense of being well cared for, comfort and security.
- DEODORIZE!** The number 1 killer is smell. Litter boxes, garbage areas, mud rooms, bathrooms - anywhere & everywhere. But DON'T OVER SCENT! Using too much air freshener means you're trying to hide things.
- DE-CLUTTER!** This doesn't mean empty. Visitors should be able to walk through every room without turning to squeeze past a chair or table. They should see counters, not stuff. See closets and floors, not clothing.

ALL INTERIOR AREAS

- It's best if no one is home during the session, to avoid reflections and distractions, especially with video and 3D scanning. Arrange for people and pets to be away from the home. If need be, kennel pets in the garage
- Remove all signs of pets (*feeding bowls, beds, scratching posts and toys*)
- Ensure ALL light bulbs and fixtures work *{if possible match the bulbs (5500 k are great)}*. Clean and straighten lamp shades
- Minimize personal/ family portraits. You want prospective buyers looking at your home, not your lineage
- Let the light in! Clean and open window coverings. Your photographer will adjust for sunlight and view. If blinds are damaged, either repair/ replace them or have them pulled to the top
- Wash all windows, especially those close to sinks and dining rooms. Remove excess items from window sills
- Personal details like calendars, day timers, receipts, bills, etc., need to be tucked in drawers
- NOTE: if you have a change jar or tray, perhaps put it away in a drawer. Mind your valuables

ROOMS

LIVING ROOM

- Rearrange furniture to enhance the room's appearance and make moving around easy. Buyers will look at site lines to other rooms, to windows and where they'll watch TV
- Remove newspapers, books and other personal items. A few premium magazines are ok. Home decor publications have some great ideas
- Vacuum/ mop/ swiffer all floors, dust furniture, clean glass top surfaces
- Rearrange bookshelves to enhance the room's overall impression (*removing family portraits and excess knickknacks*)
- Remove any glassware, cans/ bottles. Stack coasters. Straighten wall hangings/ pictures/ mirrors
- People like to see the view so move plants that block windows. Wash the leaves, remove dead blossoms and give them some water while you're at it. Remove dead or dying plants



KITCHEN

- Take all the pictures, drawings and magnets off the fridge then, clean the fridge. People will look and smell
- Remove tea/ hand towels from appliances and cabinet knobs, remove doilies, pen/ paper jars, paper towel and excess spices
- Don't leave it barren! Nice shakers/ grinders, boutique oil/ vinegars, wine/ glasses, a cook book, knife block, a few CLEAN appliances - they're natural staging items. Fresh baking, vibrant fruit and vegetables are fantastic
- Empty the sink and clean it. Remove all cloths, sponges and soaps. Place drain plugs in drains & clean faucets
- Clean the stove hood vent (*screens & bulbs too*) and make sure the lights work
- FOR SHOWINGS - Clean out the oven and microwave. Either empty the dishwasher or run well before the viewing



DINING ROOM

- Clean the dining table & chairs. Remove child seats, computers, newspapers, napkin holders and condiments
- The table should be centered (*in the room/ under the light*) and equally balanced with seating
- If you have an island or counter bar, arrange place settings and dress the table with a simple center piece or colourful, fresh flowers. Otherwise, you can set the table or, leave it clear of table cloths (*unless damaged/ stained*)

BATHROOMS

- You MUST CLEAN the mirrors. Small splatters show in images
- Clean the faucets, remove excess products, personal care items and sprays
- Toilet lids down. Shower curtains open. Shower/ bath area clean (*facing clean shampoo/conditioner bottles is good staging*)
- Towels: folded and layered/ rolled up by the tub or in storage cubes/ soft & clean on top/ perhaps a hand towel by the sink
- Remove excess floor mats to reveal flooring. Rolled or hanging on the tub is OK, but not on the shower
- Clean the window sills and any areas where moisture may build. Empty the garbage can. Roll up the paper and hide the extras
- LAUNDRY:** remove daily laundry, brooms, vacuums, etc. Minimize and tidy detergents. An empty laundry basket is ok



BEDROOMS/ DENS

- Beds made with clean top sheets and matching pillow cases. Layered, extra pillows add a little elegance
- A bed throw on the end or corner is a nice touch. Dolls or stuffed animal farms are not
- Clothes put away, hanging neatly in closets, so the doors open easily. People will look (*wouldn't you?*)
- Ask your children to take down the boy band/ girl glam posters. They'll look better in the new house
- Remove fans, excess items on dressers and close the drawers. No glassware, dentures or tissue boxes in sight
- Clean and organize desks. Books are good, but not strewn about. Monitors clean and straight. Room to move around chairs



EXTERIORS

FRONT, DRIVE & YARD

- It is imperative that your house numbers are clearly visible
- Lawns should be watered, cut and trimmed 1 - 4 days prior to shoot day. Please remove pet deposits/ land mines
- Trim shrubs, bushes and trees to show edging and especially the front entry walk and door
- No vehicles in the driveway or in front. RV parking: it's okay to have an RV for show if it can't be moved - but clean it
- Move garbage/ recycle bins to the side or inside the garage
- Coil up hoses, put away sprinklers, remove yard tools/ toys/ bikes/ miscellaneous furniture
- Walkways and patios swept/ shoveled. Planters/ flowers are a great touch, but need to be pruned, trimmed and clean

DECKS AND PATIOS

- Sweep or pressure wash decks and patios. Depending on timing, wet patios can look amazing
- Clean light fixtures, soffits and overhangs of webs, hanging debris and drooping seasonal lights
- All outdoor furniture nicely arranged. Colourful seat cushions are great, as is a simple place setting for patio tables
- Seating areas clean and arranged, easy to walk around. BBQ's and equipment clean, remove extra fuel tanks
- HOT TUBS: if full, remove lid and have ready for activation. Pools should be clean, covers rolled up/ put away

GARAGES & STORAGE

- NOTE: if you need use your garage for storage, no problem, we won't shoot it. The door needs to be down for the primary front photographs
- If we are shooting the garage interior, collect and remove excess recycling, garbage, tools, toys, tidy garage spaces to show storage, access and flooring - Especially if you have a treated floor!
- Large storage rooms, walk in closets and shop areas need to be tidy (*if being photographed*) with lights working
- Clean and tidy the mechanical/ HVAC room. Perhaps not for photos, but buyers will look here. Clean is important!

BOOKING SESSION DETAILS

Time of day plays a vital roll in ensuring best results. Bookings are estimated on best time of day and sun location, possibly requiring flexibility in your schedule. Timing is based from the services your REALTOR® requests, the size of property, number of rooms, property features and how ready the home is:

- a photo shoot can take approximately 20 - 45 minutes
- a 3D scan can take 1 ½ to 3 hours
- a video shoot can take 45 min - 2 hours
- aerial photos and/or video can take 15 - 30 minutes

Upon arrival, your photographer will do a quick site assessment for:

- reviewing and preparing the floor (*typically 1 floor at a time*)
- setting the lighting (*with all existing lights and window coverings*)
- look for and remove any final distractions to ensure best results

If your property requires more time to prepare, consider help from a professional home stager or designer. Having everything ready prior to your booked time, helps the process be smooth and efficient.



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