

PRE-APPOINTMENT STAGING

Get the Most From Your Listing Photos



At American Real Estate Media, we pride ourselves on providing agents and homeowners with an easy experience and the best quality listing materials available.

There are some simple steps that should be taken to make sure you get the most from your appointment. We are providing this general guide to assist you in completing your pre-appointment preparations, but it should not be seen as comprehensive or mandatory. As always, we are standing by to answer any additional questions you may have.



If you'd rather follow along to a video demonstration, visit
www.Pre-Staging.com

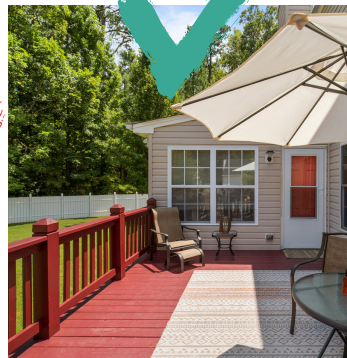
EXTERIOR CONSIDERATIONS

***The exterior of the home is the first thing that buyers will see.
Make a great first impression on them by taking some
of the measures below.***

- If the siding or windows are particularly dirty, an exterior cleaning of the home is advisable. It may be a good idea to contract with a pressure-washing service to handle excessive staining or algae.
- Either mow the lawn no closer than two days before your appointment or make sure to bag the grass clippings. This will avoid unsightly clumps or dispersed clippings being visible in photos.
- Ensure landscaping is clean and neat. Have mulch beds topped off, bushes trimmed, and any other seasonally appropriate work completed.
- Remove any yard equipment, hoses, flags/signs (including home security signs), pet toys, and trash cans to a shed, garage, or other out of view area.
- On the day of the appointment, move all vehicles out of the driveway and onto a portion of the street that is not in front of the home.

PRO-TIP

- **If you don't have anywhere else to hide your trash cans, roll them onto the street by your vehicle during your session.**



INTERIOR CONSIDERATIONS

Inside the home, it is important to provide a clean, neutral look that will allow buyers to envision how they might make the space theirs. Below are some tips on how to make sure the space comes across that way in photographs.

IN EVERY ROOM...

- Open interior doors (excluding closets) to give a sense of space and flow. This also allows the maximum amount of light into each room.
- Make sure blinds and window coverings are either all the way open or half-open (if the view should be hidden). All blinds should be opened the same amount throughout the home.
- Clean, vacuum, and dust all rooms, windows, and smudge-prone surfaces.
- Turn off and dust accessible ceiling fans.
- Dust accessible vents.
- Ensure lighting is of a similar color, all bulbs are functional, and all lights (at least overheads) are on.
- Close all cabinets.
- Declutter and minimize personal items such as framed family photos.
- Hide remotes, magazines, laptops, tablets, etc.
- Remove portable heaters or fans.
- Store pet toys, bowls, litter boxes, etc.
- Turn off televisions and computer monitors, and, if possible, hide all cords

PRO-TIP

- **The home does not need to appear vacant, but it should look curated and well maintained.**

KITCHEN

- Countertops should be either completely empty or items left on it should be matching and minimal.
- Remove towels, rags, sponges, soaps, and visible cleaning products. A set of matching decorative towels is okay.
- Clear the top of the refrigerator of items.
- Remove magnets, note pads, etc. from the refrigerator.

PRO-TIP

- **A fruit bowl, staged coffee bar, wine and cheese board, etc. can be a good way to make the kitchen seem functional and inviting.**

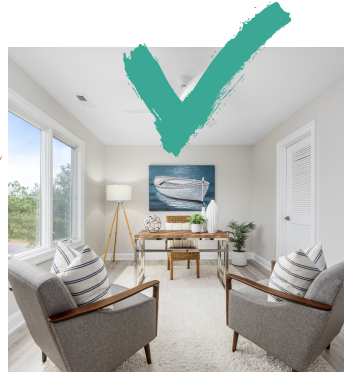


DINING ROOM

- If there is a light fixture, ensure any bare bulbs are dimmed or off.
- Make sure that, if appropriate, chairs are in their correct positions around the table.
- Remove high-chairs or booster seats.
- Have the table either completely set or completely bare. A decorative centerpiece is okay to leave.

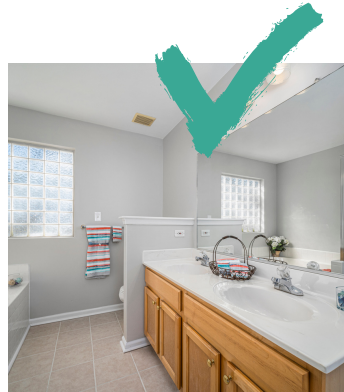
LIVING ROOM

- Keep pillows on furniture matching or complementary in color/pattern, make sure there are not too many, and ensure they are arranged in a consistent manner.
- Blankets may be left if they are clean, matching, and arranged in a decorative manner.
- Keep decor minimal and consistent.



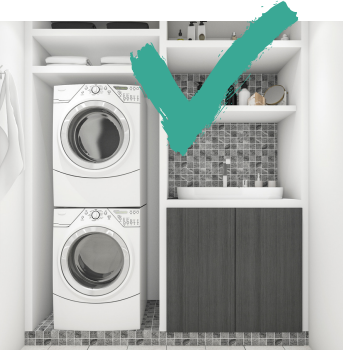
BATHROOMS

- Hand soap in a clean dispenser is fine to have on the counter.
- If there are towel rings/hooks, place clean, matching towels on them.
- Clear away visible cleaning tools/supplies and extra personal care items.
- Hide organizers or extra storage containers.
- If the shower is tiled/custom, leave curtains open; otherwise, leave them closed.



LAUNDRY

- Neatly store or hide all detergents, clothes, ironing boards, steamers, etc.
- Empty all laundry from the washer and dryer.

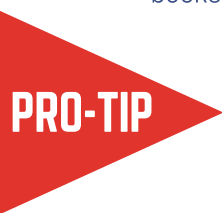


WALK-IN CLOSETS

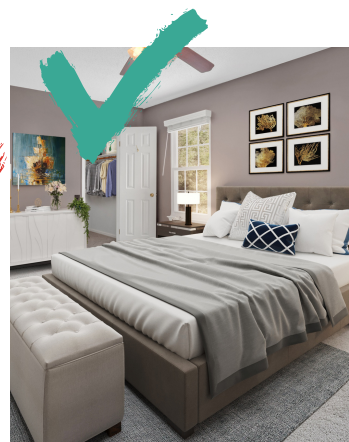
- Organize hanging or otherwise stored items.
- Limit or eliminate items on the floor.

BEDROOMS

- Neatly make the bed and ensure linens and pillows are clean, minimal, and arranged consistently.
- Clear night stands, dressers, and other furniture of personal items, books, etc.



- **Make sure underbed storage is not visible from any angle or in mirrors.**



FINAL TIPS & TRICKS

The list above may seem like a lot of items, but most take very little time to accomplish. Completing as many as possible will result in significantly improved photos. If you are looking for ways to push your space to really stand out, we have compiled a few more general staging tips to consider.

IN EVERY ROOM...

- Adding a few candles in the bathroom, living, or dining room is a great way to give the room's coziness a boost.
- Placing small houseplants throughout the home will provide a pop of color and a calming aesthetic to the space.
- If a room feels a bit too monochromatic after decluttering, consider adding back an item or two to give it a splash of bold color.
- For their comfort, please make sure that your pets are contained during the appointment.



Our team doesn't mind working with you to answer questions or make suggestions, so give us a call if you need any assistance. Otherwise, we look forward to seeing you at your photo session!



QUICK CHECKLIST

2+ DAYS BEFORE

- Siding and windows cleaned (if applicable)
- Landscaping neat, mulch topped off, seasonal lawn maintenance completed
- Declutter house and keep decor minimal
- Minimize personal items such as framed family photos, diplomas, etc.
- Ensure all interior lighting is functional and of a similar color

1 DAY BEFORE

- Landscaping touchup if needed (remove leaves, etc)
- Remove yard equipment, hoses, flags/signs (to include home security signs), pet toys, and trash cans to a shed, garage, or other out of view area
- Kitchen countertops should be either completely empty or items left on it should be matching and minimal
- Ensure top of refrigerator is clear of items
- Remove all magnets, note pads, etc. from the refrigerator
- In the laundry room, neatly store or hide all detergents, clothes, ironing boards, steamers, etc.
- Organize any walk in closets, remove as many items as possible from the floor
- Place decorative towels on hooks or rings in bathrooms
- Mop/vacuum, and dust all rooms, windows, and smudge prone surfaces
- Dust all accessible vents and ceiling fans
- Hide storage containers (plastic bins, drawers, etc.)



QUICK CHECKLIST

DAY OF APPOINTMENT

- Move all vehicles out of the driveway and onto a portion of the street that is not in front of the home
- Touch-up clean interior (do not mop)
- Open all interior doors (excluding closets)
- Turn on all overhead interior lights (and lamps as applicable)
- Dim or leave off any bare light bulbs (such as on chandeliers)
- Blinds and window coverings open or half-open (if the view should be hidden) and matching through home
- Turn off all ceiling fans
- Close all cabinets
- Hide all remotes, magazines, laptops, tablets, etc.
- Remove portable heaters or fans
- Store any pet toys, bowls, litter boxes, etc
- Turn off televisions, and computer monitors, and, if possible, hide all cords
- In kitchen, remove all towels, rags, sponges, soaps, and visible cleaning products
- Place dining chairs at appropriate table positions
- Dining table clear (excluding centerpiece) or fully set
- Remove high-chairs or booster seats
- Arrange pillows in a consistent manner
- Remove unmatched blankets from furniture
- Make beds, arranging pillows consistently
- Clear bathroom counters other than soap dispensers
- Empty all laundry from the washer and dryer



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If you've made it this far, you are 10x more prepared than the average homeowner! By completing this process you are well on your way to a big moment- selling your house.

We hope this pre-appointment staging reference has given you some guidance and eased the preparations for your photo session (even if it seems like we're nagging about the details).

Now, get excited about the next step:

Picture Day!

