



# PREP YOUR HOME

## FOR REAL ESTATE PHOTOGRAPHY

To ensure that we seize every opportunity to facilitate great photo shoots that leave our clients and their sellers happy, we have carefully curated this guide based on industry trends and best practices to share with your sellers as they prepare their homes for real estate photos.

### OVERALL INTERIOR

- Entire house cleaned & decluttered
- Lights, lamps & ceiling fans switched ON
- Light bulbs operational & same type/color
- Televisions & monitors switched OFF
- Blinds & window treatments open
- Personal photos removed/hidden
- Shoes & jackets removed/hidden
- Touch up paint & fill holes/scratches

### OVERALL EXTERIOR

- Garage doors closed with no cars in driveway
- Landscaping cleaned up
- Cobwebs removed from eaves/door frames
- Hoses, toys, & sports gear removed/hidden
- Porch/patio cleaned & swept
- Tidy up outdoor tables, chairs & cushions
- Pool cleaned & cleaning supplies removed
- Pool fountains/water features turned ON

### LIVING/FAMILY ROOM

- Magazines, papers & mail removed/hidden
- Fireplace mantel/hearth decluttered
- Interior fireplace cleaned & re-paint, if needed
- Furniture pillows fluffed & arranged
- Toys removed or hidden

### DINING ROOM/TABLE

- Table cleared & table top dusted/polished
- Decorative place setting used, if available
- One centerpiece featured (e.g., flowers, candle)
- Chairs straightened & spaced evenly
- Child seats/booster chairs removed/hidden

### BEDROOMS

- All bed linens & bed skirts neat/pressed
- Dressers/nightstands cleared of personal items
- Phone/tablet charging cables removed/hidden
- Under bed items that show removed/hidden
- Dust furniture, declutter & organize closets
- Put away all clothing, toys & valuables
- Wall stickers, names & posters removed
- Diaper pails removed/hidden

### BATHROOMS

- Countertops cleaned & cleared
- Toilet bowls cleaned with seats down
- Remove soap residue, rust & stains
- Dirty towels & clothes removed/hidden
- Floor mats removed
- Soaps & wash cloths removed from shower
- Re-caulk sinks, bath & showers

### PETS

- Food/water bowls placed in pantry or closet
- Pet beds/toys placed in pantry or closet
- Lint roller used on furniture to remove pet hair
- Pets contained in hidden crate or outside
- Backyard cleared of pet waste/toys

### KITCHEN

- Countertops cleaned & cleared
- No more than one small appliance left out
- Refrigerator clear of magnets, papers, & photos
- Garbage cans hidden in pantry/closet
- Dishes removed from sink & put away
- Organize pantry



# LET'S TALK NUMBERS

## 88%

88% of realtors agree that real estate photography helps increase showings and online listing views.

## 61%

Houses with professional images get 61% more views and sell faster.

## 124 HRS

Homebuyers spend an average of 124 hours finding a new house.

## WHY CHOOSE US?

### COST-EFFECTIVE SOLUTIONS

# .02%

Professional real estate photos are a great investment. They often help listings sell faster and for higher sales prices. Not bad for an average investment of .02% of the average agent commission.

### FIRST IMPRESSIONS

# 20 SECS

Professional photos keep potential buyers engaged for 20 seconds longer than those without great photos. It is also how long it should take you to read this then call us. Just saying...

### DAYS ON THE MARKET

# 15

The homes that we have photographed have spent an average of 15 days on the market after we shot them. We're not saying it's all because of us, but we're not saying it's not.

### YEAR

# 05

Viking Photography was founded in 2018 in beautiful Oklahoma City. We are family-owned, driven and passionate about real estate photography. Also, we have a lot of fun doing it.

### EXPERIENCE

# 10+

With 10+ years of experience in real estate sales, technology, customer service and marketing in the Oklahoma City Metro, we are ready to make you a fan. This is the part where you "Book Now"...

### GUARANTEE

# 100%

Viking Photography offers a 100%, no questions asked, no risk to you, iron-clad guarantee. If you are not satisfied with the photographs, we will either come back and reshoot or you pay nothing.

## VIKING PHOTOGRAPHY

✉ [david@viking-photos.com](mailto:david@viking-photos.com)

☎ 405-230-7610

🌐 [www.viking-photos.com](http://www.viking-photos.com)

