

HOW TO STAGE A HOME FOR PHOTOS

1. DECLUTTER EVERY SPACE

REMOVE EXCESS ITEMS FROM COUNTERTOPS, SHELVES, AND TABLES.

MINIMIZE PERSONAL ITEMS (FAMILY PHOTOS, COLLECTIBLES, TOYS).

CLEAR OFF BATHROOM COUNTERS COMPLETELY EXCEPT FOR 1–2 DECORATIVE ITEMS.

HIDE TRASH CANS, LAUNDRY BASKETS, CORDS, AND PET ITEMS.

2. DEEP CLEAN

CLEAN WINDOWS, MIRRORS, AND ALL REFLECTIVE SURFACES TO REMOVE SMUDGES.

VACUUM CARPETS, MOP FLOORS, AND DUST ALL SURFACES.

PAY EXTRA ATTENTION TO KITCHENS AND BATHROOMS — THEY MUST SPARKLE.

3. DEPERSONALIZE

REMOVE PERSONAL PHOTOS, KIDS' ARTWORK, AND ANYTHING OVERLY TASTE-SPECIFIC.

CREATE A NEUTRAL, INVITING SPACE WHERE POTENTIAL BUYERS CAN ENVISION THEMSELVES.

4. MAXIMIZE NATURAL LIGHT

OPEN ALL CURTAINS AND BLINDS.

REPLACE BURNT-OUT BULBS WITH DAYLIGHT-BALANCED BULBS (5000K IS IDEAL).

TURN ON ALL LIGHTS DURING THE PHOTO SHOOT — INCLUDING LAMPS AND UNDER-CABINET LIGHTS.

5. FURNITURE ARRANGEMENT

ARRANGE FURNITURE TO MAKE ROOMS LOOK OPEN AND SPACIOUS.

REMOVE OVERSIZED OR EXTRA PIECES TO AVOID A CRAMPED LOOK.

MAKE SURE ALL CHAIRS ARE EVENLY SPACED AND ALIGNED.

6. ADD SIMPLE DECOR

USE FRESH FLOWERS, A BOWL OF FRUIT, OR NEUTRAL DECORATIVE ACCENTS TO ADD WARMTH.

FOLD TOWELS NEATLY AND USE CLEAN, MATCHING SETS IN BATHROOMS.

SET THE DINING TABLE SIMPLY (NO ELABORATE SETUPS).

7. EXTERIOR MATTERS TOO

MOW THE LAWN, TRIM BUSHES, AND CLEAR PATHWAYS.

REMOVE CARS FROM THE DRIVEWAY AND STREET.

HIDE TRASH BINS, HOSES, AND ANY YARD TOOLS.

SWEEP PORCHES AND ENTRYWAYS.

8. FINAL TOUCHES BEFORE THE SHOOT

MAKE ALL BEDS WITH CRISP, CLEAN BEDDING.

CLOSE ALL TOILET LIDS.

TURN OFF CEILING FANS.

REMOVE FLOOR MATS (ESPECIALLY IN KITCHENS AND BATHROOMS — THEY CAN MAKE SPACES LOOK SMALLER).

STRAIGHTEN AND CENTER ALL RUGS, ARTWORK, AND PILLOWS.

PRO TIP: LESS IS MORE

REAL ESTATE PHOTOS LOOK BEST WHEN THE SPACE FEELS OPEN, CLEAN, AND NEUTRAL. YOU'RE NOT DECORATING — YOU'RE CREATING A CANVAS FOR BUYERS TO IMAGINE THEIR FUTURE.