

Full Package Media's Home Preparation Guide

Who is Full Package Media?

- We are the premier real estate media provider in Dallas
- We have a team of highly trained customer service personnel, photographers, and editors
- We are the most reviewed real estate photography in Texas
- We want you to have a great experience before, during, and after the photo shoot!

Why should you prep your home?

- A clean and prepared home shows the best online
- Potential buyers want to be able to envision themselves in the home and that is hard to do when cluttered
- A well staged home will help it stand out from other listings

General Guidelines

- Declutter - less is more when it comes to furniture and decorative pieces
- Keep it clean - everybody likes a clean home - especially prospective buyers
- If you can see it, the camera can see it - tuck away small personal items that you may use everyday such as toothpaste, shampoo bottles, and pet food bowls
- Make sure that pets are put away, or ideally taken out of the home for the shoot

Front Yard

- Remove all cars from the driveway and do not park immediately in front your home
- Clean up the yard and landscape as needed - a little color goes a long way
- Remove security signs or other yard signs, also take down flags

Back Yard

- Put up hoses and garbage bins - place these items inside the garage, not on the side of the home
- Clean the pool and remove any pool cleaners or floating chlorine dispensers
- Remove kids toys and organize yard furniture - put out any decorative pillows or seat cushions

Twilight Photos

- Ensure all exterior lights are turned on - if on a timer or sensor, override it if possible and manually turn the lights on
- Make sure the pool light is on and set to white if it is a multi-colored light
- All interior lights should be turned on to ensure window glow

Dining Room/Formal

- Remember, less is more - be selective in the pieces you choose to show/display
- Make sure dining room table is clear with one nice center piece or properly set
- Dust and clean the table to ensure a great photo

Family/Living Room

- Declutter the room by removing magazines, papers, and other small items
- Clean the room by removing kids toys and any pet beds - put out any decorative pillows
- Make sure rugs and floors are clean

Kitchen

- Clean countertops as much as possible - remove knife block, appliances, coffee makers - if you have one nice appliance it might look better left out
- Remove hand or dish towels from hangers - remove soaps from the sink area
- Put pet food bowls in the pantry or out of sight

Bedrooms

- Make sure all beds are made with decorative pillows placed on the bed
- Ensure that anything under the beds is not visible - this is often missed and can usually be seen in the photos
- If desired, remove family photos or names from the walls

Bathrooms

- Remove everything from the counter tops including soaps, tissues, and personal items
- Remove all items from the bathtubs/showers - FPM photographers will not move/touch these items
- Remove floor mats unless nice designer mats

Other Tips

- Remove or hide any holiday decor - it is important to not put a time stamp on the photos
- Make sure the sides of your home are clean and free of clutter
- If you wish, remove family photos

Day of Preparation

- Turn off all ceiling fans and fireplaces
- Turn on all lights, including lamps and accent lights
- Open blinds and drapes to let in natural light - blinds should be turned to be flat & level

Shoot Process

- The FPM photographer will do a quick walkthrough of the home to get a feel for the home and identify great shots
- Do not hesitate to let the photographer know of selling features you'd definitely like to capture or areas that you want to avoid
- The photographer will leave the house as they found it and you do not have to be present for the shoot - if you are a homeowner and have questions contact your realtor