



FULL PACKAGE MEDIA HOME PREPARATION GUIDE



Who is Full Package Media?

Full Package Media is the premiere real estate media production company. Our photographers and pilots are high quality creatives that produce stunning media designed to highlight each home's unique features. Each home has a story to tell and it is our job to capture that story for potential buyers to see.

Why Prep Your Home?

A clean and well prepared home shows the best in digital and print marketing. Full Package Media captures 7 exposures of each photo and combines the exposures into HD images that are vibrant and full of natural light. Your cooperation in prepping the home will enhance the media to look even better and attract more potential buyers!

General Guidelines

- ☐ Declutter - less is more when it comes to furniture and decorative pieces.
- ☐ Turn off all ceiling fans.
- ☐ If you can see it, the camera can see it! Tuck away small personal items you might use everyday.
- ☐ Maximize Natural light - Open drapes and window coverings. Adjust blinds so that the blades are parallel to the floor unless the view is undesirable, then angle the blades toward the floor
- ☐ Keep it clean - everyone likes a clean home, especially prospective buyers.
- ☐ Turn on all lights and ensure that all light bulbs are working.
- ☐ Keep pets in the backyard and be prepared to keep them away from windows.

Front Yard

- ☐ Remove all cars from driveway and do not park immediately in front of the home.
- ☐ Tidy up the yard and landscaping - mow the lawn, freshen up the flowers, add fresh mulch...etc.
- ☐ Remove yard signs and remove all flags.
- ☐ Hide hoses and trash bins in the garage (not on the side of the home.)

Back Yard

- ☐ Clean the pool and remove any pool cleaners or floating chlorine dispensers.
- ☐ Remove toys and yard maintenance equipment (store in the garage or shed.)
- ☐ Organize yard furniture - put out any decorative pillows or seat cushions.





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Dining & Living Room

- ☐ Dust the dining room table and decorate with one nice centerpiece or a full dining set.
- ☐ Declutter by removing excess magazines, toys, and pet beds.
- ☐ Ensure rugs and floors are clean and straight.

Kitchen

- ☐ Clear off countertops as much as possible - remove knife blocks, appliances, coffee makers, etc.
- ☐ Remove hand or dish towels and remove soaps from the sink area.
- ☐ Store pet food bowls in the pantry or out of sight.
- ☐ Hide unsightly trashcans and remove older mats.

Bathrooms

- ☐ Remove everything from the countertops including soaps, tissues, tooth paste, tooth brushes...etc.
- ☐ Remove all soaps, scrubbers, shower caddies and personal hygiene products from the shower.
- ☐ Remove all towels or hang clean folded towels from the towel bar.
- ☐ Remove old bath mats.

Twilight Photos

- ☐ Ensure all exterior lights are turned on - if lights are on a timer or sensor, override and manually turn them on.
- ☐ Turn on all interior lights and open all blinds in the house to glow from the exterior.
- ☐ Turn on pool lights and set to white if they are multi-color.

What to Expect at the Shoot:

When the photographer arrives, they will do a quick walkthrough of the home to get a feel for the layout of the home and identify great selling features! Do not hesitate to let the photographer know of any selling features you would like to capture, or areas you'd like to avoid. The photographer will leave the house as they found it and you do not have to be present for the shoot.

We are excited for your shoot and look forward to working with you! If you are the homeowner and have any questions - please contact your real estate agent.

