



showcasing great spaces and experiences.

The Importance of Photography, Rich Media and Online Visibility to Effectively Market Your Listing



VALUE OF WEBSITE FEATURES

Exhibit 3-8

(Percentage Ranking Feature "Very Useful" Among Buyers Who Used the Internet)

AGE OF HOME BUYER

	All Buyers	23 to 31	32 to 41	42 to 56	57 to 66	67 to 75	76 to 96
Photos	84%	90%	89%	88%	79%	75%	53%
Detailed information about properties for sale	80	82	82	84	78	74	62
Floor Plans	55	54	58	54	52	50	53
Real estate agent contact information	43	39	36	40	47	54	53
Virtual tours	43	40	45	46	41	41	32
Detailed information about recently sold properties	39	38	42	42	36	32	25
Pending sales/contract status	39	43	41	41	35	30	14
Neighborhood information	37	34	39	39	32	28	29
Interactive maps	34	38	39	36	29	20	14
Videos	28	26	28	29	24	24	25
Information about upcoming open houses	20	22	23	23	15	15	12
Virtual open houses	12	10	13	12	11	12	14
Virtual listing appointment	10	10	11	10	8	8	7
Real estate news or articles	6	7	5	6	5	5	7

Preparing Your Home For Photography

This is your opportunity to give buyers
a great first impression!

Exterior: Front/Back



- ✓ Remove cars from driveway
- ✓ Hide trash/recycle containers
- ✓ Remove yard toys, bicycles
- ✓ Stow garden tools & supplies
- ✓ Remove seasonal decor
- ✓ Sweep walkways
- ✓ Pick up leaves/sticks/branches
- ✓ Remove all hoses
- ✓ Straighten deck furniture
- ✓ Clean pool area

Interior: Main Areas



- ✓ Remove personal items/photos
- ✓ Remove all visible clutter
- ✓ Open shades and blinds
- ✓ Put away children's toys
- ✓ Hide pet dishes/toys/beds
- ✓ Hide waste baskets
- ✓ Vacuum carpets, sweep floors
- ✓ Turn all ceiling fans OFF
- ✓ Display attractive books
- ✓ Turn on ALL lights
- ✓ Replace burnt out bulbs

Interior: Kitchen



- ✓ Remove all refrigerator door items
- ✓ Store food in cabinets
- ✓ De-clutter counters, stove
- ✓ Stow small appliances
- ✓ Hide soaps, cleaning items
- ✓ Hide dish towels, sponges
- ✓ Clear sink of dishes
- ✓ Put away draining rack
- ✓ Organize items on open shelves
- ✓ Place bowl of fruit on counter

Interior: Dining Room



- ✓ Straighten dining chairs
- ✓ Add centerpiece, candles
- ✓ Set the table for dinner
- ✓ Add a vase of flowers
- ✓ Add a bottle of wine, glasses

Interior: Bedrooms



- ✓ Make beds
- ✓ Straighten, smooth bed spreads
- ✓ Arrange decorative pillows
- ✓ Put away clothing, shoes
- ✓ Clean under the bed
- ✓ Clear surfaces of clutter
- ✓ Hide all electrical cords
- ✓ Remove toys, clothes, shoes

Interior: Bathrooms



- ✓ Make the bathrooms sparkle
- ✓ Hang fresh towels
- ✓ Remove toiletries
- ✓ Clean mirrors
- ✓ Clean toilets and CLOSE lids
- ✓ Hide trash cans
- ✓ Remove cleaning items from toilet, tub and shower areas

Day of Shoot Tips

30-60 minutes before shoot time:

- ✓ DO NOT plan to move items from room-to-room during shoot
- ✓ Open all window blinds, shades
- ✓ Turn on all lights
- ✓ Turn on gas fireplaces
- ✓ Move pets to a secure location
- ✓ Remove vehicles from driveway & street in front of home



1. Have your home ready for pictures BEFORE your photographer arrives!
2. Sessions will vary from 40 to 90+ minutes depending on services ordered.
3. Photographers have set shoot times in order to stay on schedule for other shoots.