

ColorBandit Photography Tip Sheet Staging Your Listing - Less Is More

Staging a home is the act of preparing and showcasing a property for sale. It involves cleaning, de-cluttering, repairing, arranging furniture and small appliances, and adding light.

Properly staged homes will photograph and show better than competing houses. Buyers view staged properties as well-maintained and move-in ready. Staged properties can generate more offers, sell faster and for higher prices.

It is the responsibility of the, property owner, occupant and/or listing agent to make sure the home is properly staged when the photographer arrives.

For safety and liability reasons, the photographer will not stage the home, move or touch personal items belonging to the homeowner or occupant.

Here are some tips on how to prepare the listing for great photos:

- ✓ For advice on staging your property, contact [Tammy Krehbiel at Upstage Staging & Design](#)
- ✓ Park cars, RVs and boats in the garage or down the street during photography. Driveways and carports should be empty. Close garage doors. The entire front property line at street, curb and sidewalk should be unobstructed.
- ✓ Clean front entry way of dead plants, leaves, hoses, packages, newspapers, toys. Clean and straighten patio furniture. Remove lawn décor and equipment. Hide trash cans.
- ✓ Turn on every light and lamp in the home – including outside lights, oven and appliance lights, under cabinets and inside large furniture items that contain lights. Make sure all lights/lamps work and have bulbs of the same light color.
- ✓ Open/raise window shades, blinds, curtains and other window treatments to allow the most possible light into the room. Plantation blinds may remain lowered if the slats are open and parallel to the floor. If shades/blinds/treatments cannot be fully opened, make sure they are all open or adjusted the same amount.
- ✓ Gas fireplaces and ceiling fans should be on while that room is being photographed.



- ✓ Remove all signs of pets, including food and water bowls, pet beds, cushions, crates, leashes and toys.

- ✓ Hide trash cans, ash trays and laundry baskets.

- ✓ Remove blankets, comforters and excess pillows from sofas and chairs.

- ✓ Make all beds and smooth wrinkles in bedspreads and blankets. Fluff pillows.

- ✓ Doors connecting rooms, bathrooms and hallways should be open. Closet doors should be closed.



- ✓ Remove floor mats, bath mats and small rugs in entry ways, kitchen and bathrooms.

- ✓ Remove personal items from countertops in kitchen and bath. This includes soaps, toothbrushes, cups, dirty dishes, sponges, dish towels, napkin/paper towel holders, food containers, make up, medications, razors.

- ✓ A few small appliances like coffee makers, toasters, microwaves that normally 'live' on kitchen countertops may remain as long as they are clean and look well-maintained. When possible, unplug them and hide the power cord behind the appliance.

- ✓ The exterior doors of refrigerators and freezers should be free of papers, ornaments and magnets.

- ✓ Lower all toilet seat covers. Plungers, trash cans, bowl cleaning brushes and supplies should be hidden. Bath tissue should be trimmed with no unrolled paper trailing down.

- ✓ Remove personal items, books, magazines, remote controls, tissue boxes and free-standing photos from end tables, coffee tables, bedroom furniture and night stands.

- ✓ Televisions and computer monitors should be off. When possible, hide, disconnect or bundle power cords and data cables.

- ✓ Hide jewelry, watches, firearms and other small, high-value personal items.