



# PROPERTY PREPARATION GUIDE

*How to prepare your listing for high-end professional media*

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### THE DIGITAL STOREFRONT: PREPARING YOUR LISTING FOR SUCCESS

In today's real estate market, more than 90% of home buyers start their search online. First impressions are critical, and your digital storefront is defined entirely by the quality of your listing's imagery. High-quality professional photography does more than document a space: it generates an emotional connection, maximizes online clicks, and directly translates into physical showings.

At ATXLens, we utilize advanced equipment, precise lighting techniques, and expert compositions to showcase your property's absolute best features. However, perfect real estate imagery is a true partnership. Meticulous property preparation ensures that your home stands out vividly on the MLS, Zillow, Realtor, and Trulia. Use this professional pre-shoot checklist to prepare your property and maximize its market value.

## EXTERIOR AND CURB APPEAL CHECKLIST

### FRONT FACADE AND DRIVEWAY

- ✓ **Clear the Driveway:** Move all cars, trucks, trailers, and motorized vehicles away from the front of the home. Park them completely down the street or across the road so they are excluded from wide-angle facade photos.
- ✓ **Conceal Waste Bins:** Move all trash cans, recycling bins, and waste containers out of sight. Store them inside the garage or behind a side fence.
- ✓ **Sweep and Wash:** Clean paths, entryways, front steps, and decks. Remove loose leaves, dirt, cobwebs, and visible floor stains.

### LANDSCAPING AND OUTDOOR LIVING

- ✓ **Manicure the Yard:** Mow the grass, edge lawns neatly, and extract weeds from garden beds. Consider adding fresh mulch and placing a pot of vibrant flowers at the entry.
- ✓ **Stow Utility Items:** Roll up and hide garden hoses, sprinklers, yard tools, brooms, and children's outdoor toys.
- ✓ **Prepare Pool and Patios:** Ensure pool water is crystal clear and skimmed. Remove automatic vacuums. Arrange patio seating neatly, wipe down tables, and put out fresh decorative chair cushions.

### VISUAL PORTFOLIO: EXTERIOR SHOWCASES



*Daytime Exterior:* A perfectly clear driveway, pristine landscaping, and impeccable curb appeal capturing natural daytime light.



*Twilight Showcase:* Dramatic low-light exposure capturing warm ambient interior glow and elegant exterior accent lighting.



## INTERIOR PRESENTATION AND STAGING CHECKLIST

### LIVING AREAS AND KITCHEN

- ✓ **De-clutter Spaces:** Clear countertops, mantels, and tables. Stash away magazines, papers, toys, and individual family photographs to let buyers visualize themselves in the space.
- ✓ **Windows and Blinds:** Pull all window blinds fully down, but tilt the slats to a completely flat, horizontal position. Open heavy drapery drapes fully to maximize natural light.
- ✓ **Electronics Layout:** Shut down all television sets and screens. Put away remotes, streaming sticks, gaming controllers, and loose charging cables.
- ✓ **Clear the Kitchen Counters:** Keep counters empty and immaculate. Put away dish soap, sponges, paper towels, cutting boards, and small plug-in appliances like toasters.
- ✓ **Clean the Refrigerator:** Remove every magnet, note, clip, sticker, and picture from the outside faces and sides of the fridge.

### BEDROOMS AND BATHROOMS

- ✓ **Dress the Bedding:** Make all beds with fresh, well-fitted linens. Smooth out wrinkles, tuck in corners, and fluff pillows neatly. Tuck clothing, shoes, and laundry hampers away out of sight.
- ✓ **Sanitize Countertops:** Clear all personal toiletries, toothbrushes, hair tools, soaps, and medications from vanities. Hide floor mats, scales, and small trash bins.
- ✓ **Toilet Presentation:** Clean toilet bowls thoroughly and ensure that the lids are completely closed down.
- ✓ **Shower Areas:** Hang fresh, clean, matching decorative towels. Clean glass enclosure panels to eliminate streaks and spots.
- ✓ **Fans and Light Bulbs:** Verify that all lighting fixtures have matching, functioning bulbs. Turn off all ceiling fans completely because spinning blades create blur.

**💡 Critical Lighting Instruction:** Immediately prior to the photographer's arrival, please turn on every single light fixture throughout the house. This includes table lamps, floor lamps, under-cabinet lighting, and range hood lights. Layered lighting provides the optimal brightness and depth required for professional exposure blending.

### VISUAL PORTFOLIO: INTERIOR SHOWCASES



**Sightlines:** Crisp walkthrough perspectives showing zero shelf and floor clutter.



**Living Space:** Balanced ambient lighting with clear sightlines and turned off fans.



**Primary Suite:** Well-made bedding and horizontal blinds with static fan.

## Bjarne Haug

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By following these simple preparation guidelines, you allow us to capture the property at its peak potential. Let's make your listing stand out.