



Welcome Note to Homeowners

Hi,

I'm Drew Orlando, owner of of SkyDef Productions. If you are reading this, your real estate agent is investing into professional photo and/or video services for your home! In order to make the experience and final imaging products as nice and impressionable as possible, it is requested that you review our guidelines to prepping your home for the shoot. I want the photos of your home to be the best they can be. This requires teamwork and cooperation that will result in an outstanding online presence when your home goes LIVE on the market. The majority of home buyers start their search online, so it is important to make the first impression count!

What to expect - Expectation During the Photo Shoot

Although we would love to help you style/design your home, we unfortunately do not have the skill set required to do so. When we arrive to take photos of your property, we ask that all staging and cleaning be done prior to my arrival. To efficiently maintain our schedule and deliver the level of service our clients expect, we can not spend unnecessary time at the home waiting for it to be cleaned, dusted, de-cluttered, etc. Please review the following pages for tips on preparing your home for real estate imaging and note that we are not responsible and will not partake in any of the following duties while photographing your home:

We Do Not:

- Move or re-arrange furniture
- Make beds, clean, dust or de-clutter
- Pick up toys or yard items
- "Photoshop" vehicles, walls, damaged walls, power lines, wall pictures, cords, etc.
- Touch personal bathroom supplies (shampoo, toothbrushes, deodorant, towels)

Thank you for working with us to deliver the best possible product. We look forward to capturing your home!

Best Regards,

Drew Orlando
SkyDef Productions



Prepping your home to MAXIMIZE photo potential!

GENERAL - Tips for all areas in the home

Thoroughly clean whole house (vacuum carpet, mop hard floors, clean countertops, clean windows)
Turn all overhead lights and lamps ON
Replace all burned out light bulbs
Use bulbs of the same temperature (ALL incandescent or ALL compact fluorescent)
Turn all ceiling fans OFF
Turn all TVs OFF
Turn all computer screens OFF
Open blinds/window treatments to let in outside light
Make all beds
Remove small floor rugs to reveal actual flooring
Place all shoes/jackets in closets

EXTERIOR - Creating an online “curb appeal” and a relaxing oasis

Front Exterior - The front exterior is usually the first photo buyers see

Close garage doors
Remove cars from driveway and front of home
Clean up landscaping (mow, trim shrubs, clear leaves)
Remove empty planters
Use broom to remove cobwebs from eaves and door frames
Remove visible water hoses
Remove toys, sports balls, basketball goals, soccer goals, etc.

Back Yard - The back yard should be an oasis to relax

Clean porch, tidy up outdoor tables/chairs/cushions
Pillows/cushions should be fresh, not faded
Clear out kid's toys, balls, frisbees, etc.
Turn on pool fountains/water features
Remove visible water hoses
Remove trash cans

INTERIOR

Kitchen - Sometimes the focal point, the kitchen deserves attention to detail

Clear countertops completely. No knife blocks, baking supplies, mail, etc.
Leave out max of one small appliance (ex. coffee maker)
Clear outside of refrigerator of magnets, papers, photos, etc.
Hide garbage cans in pantry or closet
Remove dishes from sink, place in dishwasher

Dining Room / Table - Allow buyers to imagine a nice family meal

Clear table, dust and polish the table top
Use decorative place setting if available
Feature one center piece such as a bouquet of flowers
Straighten all chairs and space them evenly
Remove child seats/booster chairs



Living / Family Room - The space to enjoy conversation and spend quality time with family

Remove stacks of magazines, papers, mail, etc.

De-clutter fireplace mantel/hearth (no more than 5 items, including art)

Fluff and arrange furniture pillows

Remove kid's toys

Bedrooms - Rest for you and guests

Master Bedroom - A good night's rest recharges the body and mind

Make bed, including decorative pillows/shams if available

Press bed linens and bed skirts

Clear nightstands of all personal items

Remove all clutter from top of dressers

Clean under bed, removing items that may show in the photos

Kid/Guest Bedroom - Don't forget about guest bedrooms

Remove personalized names from walls

Remove wall stickers/posters

Remove diaper genies

Clean under bed, removing items that may show in the photos

Bathrooms - To be spa-like, the bathroom must be clear of all personal items

Clear countertops completely. No soap, toothbrushes, medications, deodorant, etc.

Put toilet seats down

Close closet doors

Remove shampoo, soap, loofahs, etc. from showers and tubs

Remove dirty towels - leave out only new, unused towels

Remove floor mats

Pets - Pets are loving, but their presence should be minimized

Place food and water bowls in pantry or closet

Place pet beds/toys in pantry or closet

Use lint roller on furniture to remove pet hair

Contain pets in hidden crate or outside

Clear back yard of pet waste/toys