

# WHY USE PROFESSIONAL PHOTOGRAPHY ON YOUR LISTING?

**81%**  
of millennials

**78%**  
of Gen X

found their homes on mobile devices

More and more buyers are engaging with content on mobile devices, utilizing sites like Zillow, Trulia, and Realtor, and are looking for engaging content such as 3D visual tours and video.



professional equipment means professional images that are the right quality and resolution for every type of display



**88%** of video marketers are satisfied with the ROI of their video marketing

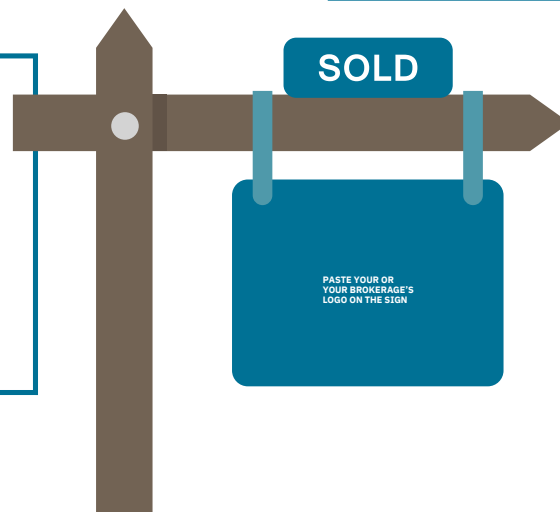


Buyers spend **60%** of their time looking at listing photos and only **20%** each on the listing and agent descriptions.

The Wall Street Journal

Homes with high-quality photos receive **47%** higher asking prices per square foot.

[cbsnews.com](http://cbsnews.com)



# BEFORE YOUR **M**One Media PHOTOGRAPHER ARRIVES

## GENERAL

- Thoroughly clean whole house (vacuum carpet, mop hard floors, clean counter tops)
- Thoroughly clean windows
- Consider removing any damaged window screens
- Turn all overhead lights and lamps ON
- Replace all burned out light bulbs
- Use bulbs of the same color temperature
- Turn all ceiling fans OFF (or LOW if possible)
- Turn all TVs OFF
- Turn all computer screens OFF
- Open blinds/window treatments as much as possible to accentuate views
- Remove personal photographs (or replace with generic photographs)
- Make all beds
- Remove small floor rugs to reveal actual flooring
- Place all shoes/jackets in closets

## FRONT EXTERIOR

- Close Garage Doors
- Remove all vehicles from driveway and front of home
- 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
- Hide trash and recycle bins in garage if possible

## LIVING ROOM

- Remove stacks of magazines, papers, mail, etc.
- De-clutter fireplace mantel/hearth (no more than 5 items, including art)
- Clean interior of fireplace and re-paint if needed
- Do NOT light fire for photos. We will do that digitally!
- Fluff and arrange furniture pillows
- Remove kids toys

## MASTER BEDROOM

- Make bed, including decorative pillows/shams if available
- Press bed linens and bed skirts
- Clear nightstands of all personal items
- Store away phone/tablet charging cables
- Remove all clutter from top of dressers
- Remove family photos from walls
- Clean under bed, removing items that may show in the video

## KITCHEN

- Clear counter tops 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, counter, etc and place in dishwasher

## DINING ROOM

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

## BATHROOMS

- Clear counter tops 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

## BACKYARD

- Clean porch, tidy up outdoor tables/chairs/cushions
- Pillows/cushions should be fresh, not faded
- Clear out kids toys, balls, frisbees, etc.
- Clean pool and hide pool cleaning supplies
- Remove pool vacuum/cleaner hose
- Mow lawn and clear away clippings
- Turn on pool fountains/water features
- Remove visible water hoses
- Remove trash cans
- Remove grill cover(s) and have grill clean