



CRAWDAD
REAL ESTATE MEDIA

SELLER PREP GUIDE

Ready for your *close-up*.

How to get your home ready before we arrive. A little prep in each room shows up in every photo buyers scroll past.



BEFORE WE ARRIVE

The listing photos *start now.*

Buyers decide whether to book a showing from the photos. The cleaner and brighter the home looks when we walk in, the better every shot turns out. Here is what to do and when.



A week out

- Book anything that takes time: repairs, carpet cleaning, landscaping, a deep clean.
- Replace burned-out bulbs and match their color. Mixed warm and cool bulbs look odd in photos.
- Start boxing up the extras: piles of mail, kids' art on the fridge, overflowing shelves.

The day before

- Clean windows, mirrors and glass shower doors. Smudges show up in photos.
- Mow, edge and blow off the driveway and walkways.
- Wash dishes, do the laundry and make every bed.

The morning of

- Clear every countertop, table and dresser top.
- Turn on every light. Turn off TVs, screens and ceiling fans.
- Move cars off the driveway and away from the front of the house.
- Plan for pets: a kennel, the garage, or a friend's house.

While we shoot

- We work room by room. You're welcome to stay, but stepping out keeps you out of the mirrors.
- Keep doors to finished rooms closed so they stay ready.



INSIDE, ROOM BY ROOM

Less on the surfaces, *more room in the frame.*

The camera sees every surface. When we say clear the counters, we mean clear them, even the toaster and the soap.

KITCHEN

- ☐ Clear the counters and island completely, appliances included
- ☐ Take everything off the fridge door
- ☐ Hide dish soap, sponges, towels and trash cans
- ☐ Close cabinets, drawers and the dishwasher

BEDROOMS

- ☐ Make the beds with smooth, light bedding
- ☐ Clear nightstands down to a lamp
- ☐ Put away clothes, shoes and laundry baskets
- ☐ Close closet doors

LIVING AND DINING

- ☐ Fluff and straighten pillows and throws
- ☐ Put away remotes, chargers, toys and magazines
- ☐ Push chairs in evenly around the table
- ☐ Open blinds and curtains the same amount in every room

BATHROOMS

- ☐ Clear counters, tub edges and shower shelves
- ☐ Put the toilet seat and lid down
- ☐ Hang fresh, matching towels, or none at all
- ☐ Take out bath mats, scales and trash cans



Throughout the house. Every light on, including lamps and under-cabinet lights. Every ceiling fan off at least five minutes before we start, because spinning blades blur. TVs and computer screens off. Pets out of the way, and their bowls and beds put away.



OUTSIDE AND FROM THE AIR

The front photo *is the first impression.*

CURB APPEAL

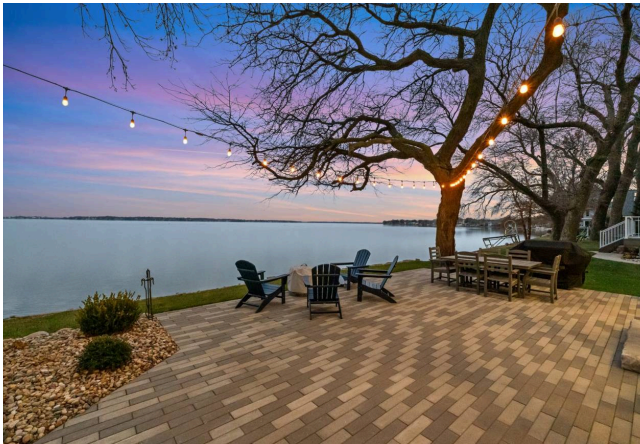
- ☐ Mow, edge and clear leaves and debris
- ☐ Move cars, trailers and campers out of sight
- ☐ Put away hoses, toys, tools and bins
- ☐ Take down yard signs and holiday decor

DRONE DAY

- ☐ Clear the driveway. It shows up in almost every aerial
- ☐ Tidy roofs of debris you can reach safely
- ☐ Uncover pools and hot tubs, and arrange patio furniture
- ☐ Let neighbors know a drone may be overhead

ACREAGE AND FARMS

- ☐ Mow around buildings and along the drive
- ☐ Park equipment in one spot or inside
- ☐ Unlock outbuildings you want photographed
- ☐ Tell your agent where the property lines are

**IF YOU BOOKED TWILIGHT PHOTOS**

We come back around dusk. Turn on every light inside and out, open the blinds, and switch on string lights, landscape lights and any fireplace. The glow from inside is what makes twilight photos work.

WEATHER

Wind and rain can ground the drone. If the weather doesn't cooperate, we'll work with your agent on a new time for the aerials.

What we can fix after the shoot. Your agent can add editing touches: **Tidy Up** to remove small clutter and smooth bedding, **Add Fire to Fireplaces**, and **Virtual Staging** to furnish empty rooms. Editing can't move furniture or fix a dark room, so the prep above still matters most.





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QUESTIONS BEFORE THE SHOOT?

Shot by a *North Iowa local.*

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