



**VENDORS
& BUYERS**

HOME IS WHERE THE HEART IS

A Helpful Guide **To Marketing your Home**

How To Prepare Your Home For Photography

Dear Vendor,

Let me introduce myself, my name is Tegan and I am the marketing manager here at Vendors and Buyers. I am a professionally qualified photographer with a photography BA Honours Degree and years of experience to go with it. I have been photographing professionally for over 10 years and specialising in property for 6 years. In that time have shot thousands of homes working all over the UK shooting in London, Hampshire, West Sussex, Surrey, Devon, Suffolk and even overseas!

I am not from an estate agency background, but with years of experience, I am able to walk into any house and instantly can see what I need to emphasise and highlight in my photographs.

I would argue, that photography and visual marketing is the single most important tool when selling a home in today's market, so I have put together a guide to help you prepare for my visit and present your home in its very best light.

Some things I have mentioned may seem obvious, whilst others may seem totally ridiculous... but trust me, it makes a huge difference.



Tegan McCann

**Professional Photographer &
Marketing Manager
VAB**



Living Room Preparation

You need prospective buyers to feel at ease in your living room, so we want to remove clutter but leave a homely feel. Plump up all your cushions and place them accordingly, remove evening blankets and dinner trays, hide your remotes, nowadays there's so many! Take out magazines, newspapers and any occasion cards.. these add a date to your photos and are a big no-no!

If you are working from home, take out the computer unless there is clearly a space for it and then it could be a handy selling point. In smaller properties, it can be beneficial to remove large rugs as it opens up the room creating space in the photographs.

Lastly, depending on the time of year, it can be really nice to open your bi-folding doors and let the outside in or light your log burner and create a cosy environment to imagine relaxing.



Tip: If it is too hot to leave your fire burning, you can quickly light a piece of paper whilst we photograph and it will look like it has been burning for hours!

Kitchen Preparation

The kitchen is a really important room within the house so we need to show it off!

Worktops need to be clear, removing excess appliances, jars of utensils, spice racks and all washing up items. No one wants to see your bright green fairy liquid or yellow marigolds!

Adding a pop of colour to your photographs can work well if it draws attention to the right things. Placing a filled fruit bowl on the worktop or fresh flowers on the window sill or table is always a nice touch.

We want to present your kitchen to buyers and really show what it has to offer, this means hiding a bit of the lifestyle you live with your family, so remove children's drawings, fridge magnets and calendars, you don't want a date in your photo's.

Lastly, even though we're big animal lovers, take away pet bowls, litter trays and dog crates!...but by all means, introduce your furry friend!



Tip: Lift your kitchen blinds so they hang roughly 30/40cm from the top - this allows more light in and still shows you have a blind installed.



Bathroom Preparation

Back in the day, bathrooms were not considered good enough to make the photographs... or maybe people just didn't want to see them. Nowadays, bathrooms are like pieces of art with pretty tiled flooring, expensive showerheads and fancy anti-fog mirrors. In other words, we will photograph your bathroom/s.

Presenting them can be tricky and prep work is a must, especially if you have a large family!

Most bathrooms are quite neutral, so remove all shampoo's, conditioners, soaps and anything else bright that jumps out.

Hide nappy bins, bath towels, children's toys, loo brushes, cleaning products and yes, those marigolds again! I will often photograph with the door closed behind me, so remove dressing gowns and other items on the door so I can show as much space as possible.

Now if your thinking 'my bathroom looks really empty now' ... you can add in a few luxury branded hand soaps like Aesop or Molton Brown.

If you have a fancy light up mirror or LED's around the bath, please tell me and we will show this off!



Tip: Add a plant or two, the greenery adds colour but not clutter!





Lighting Props & Accessories

Making sure your windows are sparkling clean before we visit will mean light can flood through, helping us take gorgeous bright photos.

Fresh flowers add a lovely pop of colour to any room and welcome people visually. We can use these in different rooms. Please make sure all your light bulbs are working especially ceiling spotlights as these are often turned on.

You don't need to lay a formal dinner table, a fresh bowl of fruit or vase of flowers keeps things simple and spacious.

If you live in a tidal location, it's best to have photographs when the tide is in for lovely viewshots.





Outdoor Space Preparation

Gardens need to be shown to their full potential.. even in the colder months! Remove garden furniture covers and BBQ covers, add in scatter cushions and parasols to sell the lifestyle.

Remove rotary washing lines or close them up if you cannot remove them. Remove large bright children's toys like footballs, scooters, bikes and cars.

The garden doesn't need to be perfect, but some care and attention go a long way. Mow the lawns, weed the patio and have a general tidy up.

We want to show the frontage of your house without any distractions so remove all cars from the driveway and any bins or recycling tubs as they are rather unsightly.



If you have garden furniture, dressing a table as if you have al-fresco dinner guests can create a lovely environment and help produce gorgeous photos.

