

# Prepare Like a **PRO!**



5 easy steps to prepare your  
property for photography

**watson**  
INTEGRITY



# 5 easy steps to prepare your property for photography

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- ① Make decluttering your #1 priority
- ② Let there be light
- ③ Cleaning and tidying
- ④ Depersonalise
- ⑤ A touch of style



## Did you know that potential buyers or tenants form their first impression of a home within 8 seconds of seeing it?

There's also a high chance that the 'first' time they see it will be online. This makes the visual presentation of your home hugely important. At Watson Integrity we use both professional photography and 3D virtual tours to showcase your property in the best light.

If the thought of having someone come and photograph your home sends you into a panic then this cheat sheet is for you!

We often get questions from owners on what will show in photos and how spotless their place needs to be.

Use our quick prep guide to prepare your home like a professional and get the most out of your property advertising.



# Step 1

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## Make decluttering your #1 priority

Decluttering is the most valuable thing you can do to add value to your property images. Follow the below steps to make images look much more professional and your property more spacious.

- ✓ In the kitchen clear benchtops and windowsills of small appliances and nik naks. Store away anything that makes the space feel crowded. Put cleaning cloths etc under the sink.
- ✓ Remove excess items from coffee tables, bedside tables, and desks. Clean, clutter-free surfaces make a home feel more spacious and calm.
- ✓ In the bathroom hide personal toiletries and remove clutter from vanities. Add fresh towels and a subtle decorative touch, such as a plant to elevate the space.
- ✓ Collect together all those extra electronics like TV remotes, DVDs or game systems and tuck away in a draw.
- ✓ Too much furniture can make a room feel smaller. Consider removing an item or two you can live without while selling - remove items so buyers focus on the room, not the contents.
- ✓ Declutter the backyard too - Remove unused pots, kids' toys, or old furniture.





# Step 2

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## Let there be light

The right lighting can make a big difference to your property images. Before your photographer arrives think of ways to let as much light as possible into your home:

- ✓ Switch on all the lights.
- ✓ Switch off any TV or computer screens and ceiling fans.
- ✓ Open up all blinds and curtains.
- ✓ As part of your preparation check if any lightbulbs have blown and need replacing.

“*The right lighting can make a **BIG** difference to your property images*”

### **Pro Tip:**

Consider investing in high-wattage bulbs to make your home look even brighter!



# Step 3

## Cleaning and tidying

While it might be tempting to hide everything under the bed, this can show up in photos! So a general clean and tidy, and putting away any extra items or clothes is a great idea. The good news is you might be surprised at what doesn't show in 3D tours and photos. For example you can't see if the windows have been cleaned or not, but you're better off ensuring all the dishes have been done!

Here's a few pointers:

- ✓ Place any shoes and jackets inside closets.
- ✓ Put out clean fresh towels in any of your bathrooms.
- ✓ Straighten bed covers and cushions – Crisp, tidy beds instantly lift a bedroom shot.
- ✓ Sweep the driveway and make sure lawns are mown.
- ✓ Put down toilet seats before the photographer arrives.
- ✓ Straighten rugs, push in chairs, close closet doors, and line up cushions. These tiny details take seconds, but make everything feel polished and photo-ready.





# Step 4

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## Depersonalise

While it might sound a little strange, to appeal to the widest range of buyers you may want to consider de-personalising your home to a certain degree. You want everyone who views your home to be able to imagine themselves living there, so it's a good idea to remove anything particularly personal.

For example:

- ✓ Removing any family photos that you don't want displayed.
- ✓ Clearing the fridge of extra magnets or kids drawings.
- ✓ Remove any animal bedding or kids toys that are lying around.



A Watson Integrity sales consultant can also discuss with you if home-staging would be of value for your property and put you in touch with local contacts who can do this for you!

***Remember not to have  
anything on display that you  
don't want showing online!***

# Step 5

## A touch of style

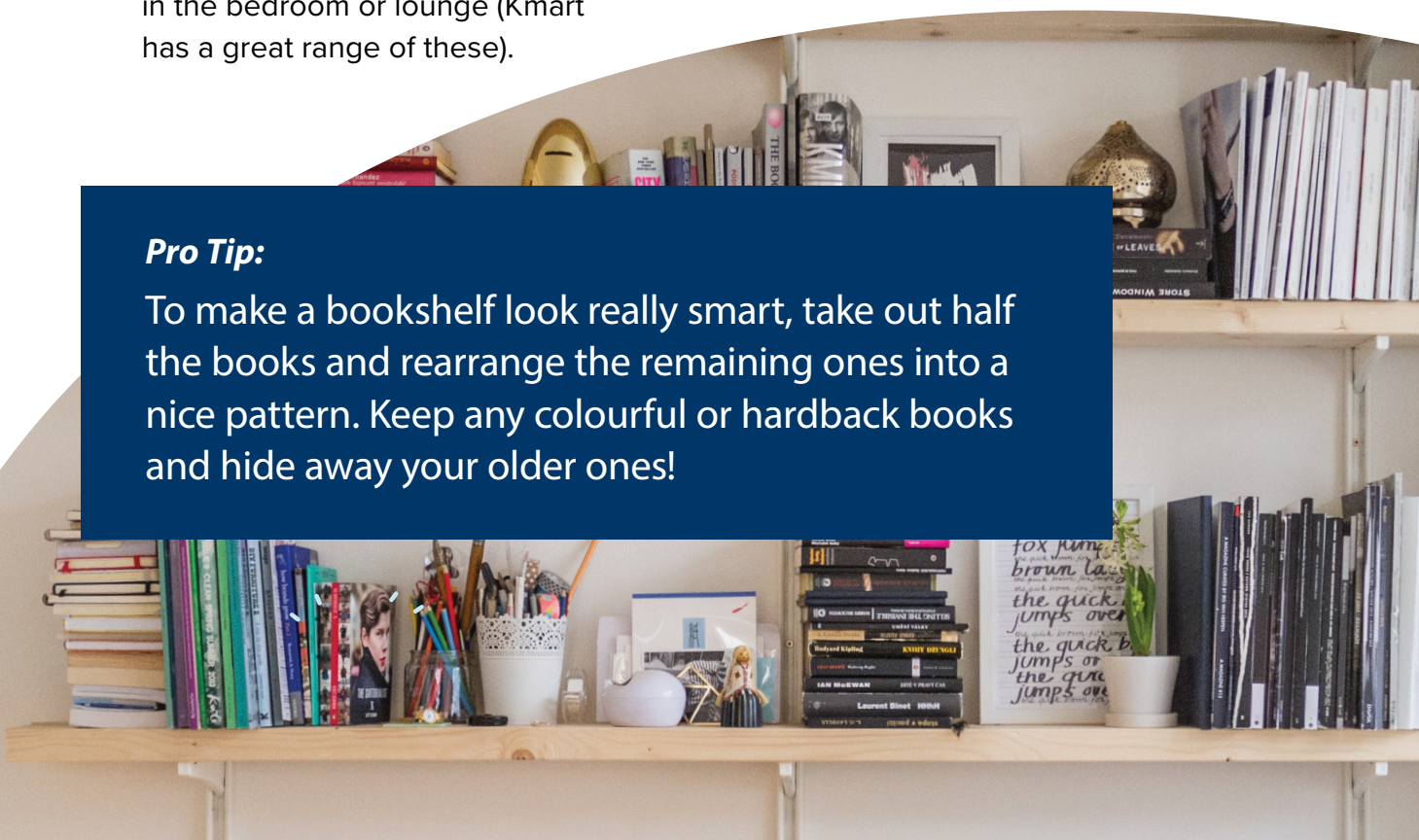
If you've completed steps 1-3 then you will have gone a long way towards presenting your home like a pro. If you'd like to go the extra mile for added wow factor – and for generating that all important emotional attachment, then consider some style touches. A Watson consultant can also discuss with you if home-staging would be of value for your property and put you in touch with local contacts who can do all this for you!

If you'd like to add a few touches here's some pointers:

- ✓ Think in three's. Limit yourself to three things on any one surface for example a plant, piece of art and a candle.
- ✓ Your dining table is ideal for having one one main centrepiece on it.
- ✓ To keep your budget down you can invest in small accessories: a scatter pillow, or nice throw or rug in the bedroom or lounge (Kmart has a great range of these).
- ✓ If you have a fireplace then staging it ready to be lit with logs can be a nice touch.
- ✓ Add a welcome mat if you don't already have one.
- ✓ Other extra touches could include: candles, art, fruit bowls, flowers or a nice plant.

### **Pro Tip:**

To make a bookshelf look really smart, take out half the books and rearrange the remaining ones into a nice pattern. Keep any colourful or hardback books and hide away your older ones!

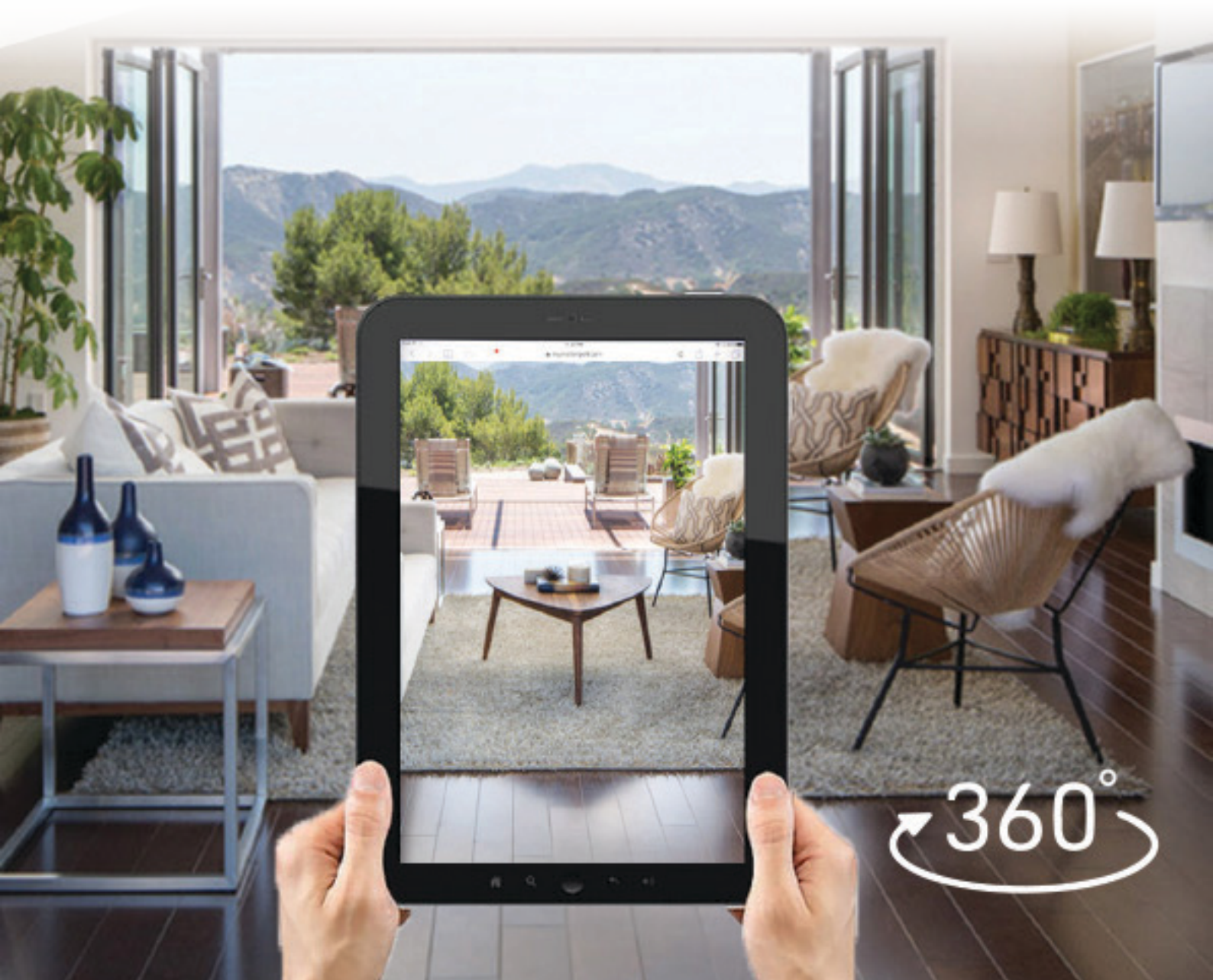




## Ready for the next steps?

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We hope you found these tips and tricks useful for preparing your home! If you'd like more information on the best way to market your property, or any advice about the value of photography and 3D virtual tours then please give us a call. Our agents will be happy to share their industry advice with you and can talk you through some of the best marketing techniques to help you get top dollar for your property.



**GO 3D!** If you're considering professional photos then why not get a 3D virtual tour done of your home. We offer this exciting new technology at Watson's on all our new listings and the properties we manage. It's a fantastic tool for bringing your property to life and allowing visitors to explore the property from the comfort of their screen! [▶ watsonrealestate.nz/resources/go-3d](https://www.watsonrealestate.nz/resources/go-3d)

# Interiors that inspire and impress

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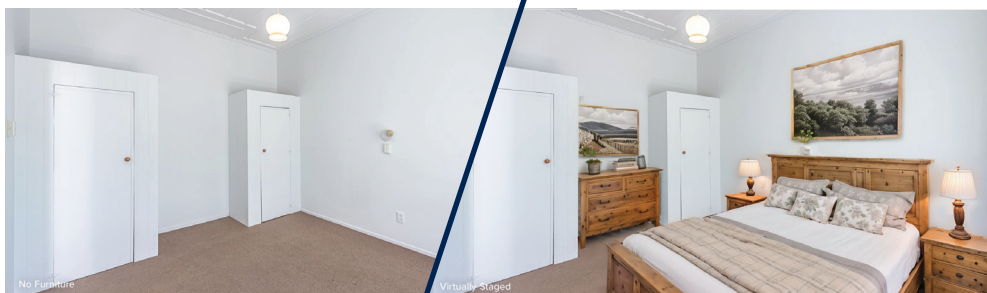
## DIGITAL FURNITURE STAGING

**Digital Furniture Staging** is a cost-effective way to virtually furnish and style a property using computer-generated imagery, helping buyers picture its full potential without physically staging the space.



Before - No Furniture

After - Digitally Added Furnishings



Before - No Furniture

After - Digitally Added Furnishings

## PHYSICAL FURNITURE STAGING

**Physical Home Staging** is the art of furnishing and styling a property to make it feel more spacious, welcoming, and market-ready. It often involves hiring skilled design consultants and curating high-quality décor to create a look that appeals to buyers. Professionally staged homes tend to attract stronger interest, sell faster, and achieve better prices.

The added advantage of physical furniture staging is that potential buyers will see the transformation at Open Homes and in our 3D Walkthroughs and Videos.





## 8. Create your own checklist

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Now you've finished our guide it's time to create your own checklist. If you'd like advice at any stage of the process then feel free to give one of our friendly team a call.

### My Open Home Checklist

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