

HOME

An Ultimate Home Prep Guide
For Stunning Listing Photography



WELCOME

Preparing your home for listing photos is one of the most important steps in creating a strong first impression. With a little planning and attention to detail, we can highlight the features that make your home truly special and help buyers immediately connect with the space. This guide is here to walk you through simple, meaningful steps that make a big impact when it's time for photography.

Our goal is to help your home shine from the very first glance—both online and in person. By following these tips, you'll set the stage for bright, beautiful images that reflect the care you've put into your home and help potential buyers picture themselves living there.

Photography by Sharp Frame Media.





CURB APPEAL

THE FIRST IMPRESSION HAPPENS AT THE CURB

Your front yard sets the tone for the entire showing experience, both online and in person. A clean, welcoming exterior helps buyers feel confident about the home before they even step inside. In today's market, where buyers rely heavily on first impressions, small touches like trimmed landscaping and a tidy entry can make your home stand out immediately.

Focusing on curb appeal not only boosts the home's overall presentation but also creates a positive expectation for what buyers will see next.

Do's:

- Mow the lawn and trim bushes or trees
- Pull weeds and remove dead plants
- Power wash sidewalks, porches, and driveways
- Repair cracks or stains in hardscapes
- Clean or replace faded fixtures, lighting, or house numbers

Don'ts:

- Don't leave trash cans visible from the street
- Don't water the concrete right before the shoot
- Don't leave pets or pet items in the yard
- Don't overdecorate—a few tasteful accents are enough



77% of buyers' agents say professional photos are "much more" important to their clients.

LIVING SPACES



CLEAN, BRIGHT, AND EASY TO IMAGINE

Living rooms often create the emotional “hook” for buyers. A thoughtfully prepared space makes it easier for them to imagine relaxing, entertaining, and spending time there. Buyers are looking for rooms that feel comfortable, open, and inviting—qualities that are especially important in today’s competitive market.

By reducing clutter, maximizing natural light, and simplifying décor, we can help highlight the room’s best features and create a sense of ease that resonates with buyers from the very first photo.



Do's:

- Minimize personal items, remove family photos and knick-knacks
- Clean thoroughly, including window screens and baseboards
- Hide cords from lamps, TVs, and electronics
- Turn off all screens for the shoot
- Replace burnt-out bulbs and match color temperatures
- Use light curtains or open blinds to invite in natural light

Don'ts:

- Don't leave visible clutter, toys, or pet accessories
- Don't use heavy or dark drapes that block sunlight
- Don't overcrowd the space with décor



“Staging the living room was found to be most important for buyers.”

NAR's 2023 Profile of Home Staging





KITCHENS



Do's:

- Remove everything from the fridge front (magnets, notes, etc.)
- Wipe down all appliances until they are fingerprint-free
- Clear countertops of small appliances and clutter
- Use one simple accent (fruit bowl, flowers, or cookbook)
- Clean sink and faucet thoroughly

Don'ts:

- Don't leave sponges, towels, or cleaning supplies out
- Don't overload cabinets or drawers with visible clutter
- Don't add too much décor – simplicity wins in photos

THE HEART OF THE HOME: KEEP IT MINIMAL

The kitchen is consistently one of the most influential spaces for buyers. Clean countertops and sparkling appliances help the room appear larger and more functional—two things buyers pay close attention to when comparing homes online.

In today's market, where buyers often form strong opinions before scheduling a showing, a tidy, streamlined kitchen can set your home apart. Keeping surfaces clear and décor minimal allows the layout, finishes, and storage to shine.





BEDROOMS



YOUR PRIVATE RETREAT: SOFT, CALM, AND INVITING

Bedrooms should feel soothing and spacious, offering buyers a sense of comfort as they picture themselves living in the home. Soft lighting, crisp bedding, and a clutter-free layout help create that retreat-like atmosphere.

A well-presented bedroom also signals that the home has been cared for—something buyers value highly in today's market. Even small adjustments, like removing personal items or balancing the lighting, can make a meaningful difference in how this space is perceived.

Do's:

- Make the bed with crisp, neutral bedding and accent pillows
- Declutter all surfaces: nightstands, dressers, floors
- Remove visible cords from lamps or chargers
- Hide anything stored under the bed if visible
- Remove personal items, clothing, or framed photos

Don'ts:

- Don't display jewelry, electronics, or clutter to ensure a clean presentation
- Don't crowd the room with large or excessive décor
- Don't use bold colors that might distract in photos



BATHROOMS

A CLEAN, SPA-LIKE SPACE

Buyers often look closely at bathrooms when evaluating a home. A bright, polished presentation suggests both cleanliness and good maintenance, which helps build trust as they explore the rest of the property.

Fresh towels, clear counters, and neatly organized accents go a long way in creating a spa-like feel. Since bathrooms tend to photograph closely, thoughtful preparation is especially important in today's market, where online images strongly influence showing activity.

Do's:

- Remove all personal hygiene products (toothbrushes, razors, bottles)
- Wipe down mirrors, faucets, and counters until streak-free
- Use neutral-colored clean towels, neatly folded or hanging
- Add one subtle accent like a small plant or candle
- Empty all trash bins

Don'ts:

- Don't overcrowd counters with containers or cosmetics
- Don't forget to close toilet lids and tidy bath mats
- Don't display medications, grooming tools, or laundry





BACKYARDS

OUTDOOR LIVING SELLS

Outdoor areas have become a major selling point for many buyers. A clean, inviting backyard can feel like bonus living space, giving people a sense of lifestyle and possibility.

Simple updates—tidy landscaping, staged seating, clean patios—help buyers imagine how they might enjoy the space. These touches can significantly enhance appeal, and with so many buyers prioritizing usable outdoor areas right now, a well-presented yard can make your home even more memorable.



Do's:

- Mow the lawn, trim trees and hedges
- Sweep patios and walkways
- Replace or stage clean, simple outdoor furniture
- Add color with potted plants or flowers
- Turn on water features or string lighting for ambiance

Don'ts:

- Don't leave out old furniture, garden tools, or empty pots
- Don't let overgrown plants block walkways or focal points
- Don't display a dirty grill or greasy cooking area

YOUR NEXT ADVENTURE AWAITS



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