Preparing Your Home

Maximize Your Potential

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Pictures & Video

Make The First Impression Count

Pictures and videos are crucial in real estate because they provide a visual representation of the property, helping potential buyers quickly assess its appeal and layout. High-quality visuals can make a listing stand out, generate more interest, and increase the likelihood of a sale.

General Checklist

- **Declutter: Remove personal items, excess furniture, and anything that might distract from the space.**
- **Deep Clean: Clean every room thoroughly, including windows, floors, and surfaces.**
- **Depersonalize: Take down family photos, unique artwork, and anything too personal to allow buyers to imagine themselves in the space.**
- **Stage the Home: Arrange furniture to highlight the flow of the space, and add small touches like fresh flowers or attractive décor.**
- **Maximize Lighting: Open blinds, turn on lights, and schedule the shoot during the day to ensure the space is well-lit.**
- **Fix Small Repairs: Touch up paint, fix leaky faucets, and take care of any minor repairs.**
- **Curb Appeal: Tidy up the exterior—mow the lawn, trim bushes, and clear any debris.**
- **Remove Pets and Odors: Ensure the home smells fresh, and keep pets out of the way during the shoot.**

Front Yard

When preparing your home for sale, the front yard is the first impression buyers will get, so it's important to make it inviting. Here's what to do:

- **Mow the Lawn: Keep the grass neat and well-maintained to give the yard a tidy look.**
- **Trim Shrubs and Trees: Prune any overgrown bushes or trees, and remove dead branches.**
- **Weed the Flower Beds: Clear any weeds, and consider adding fresh mulch for a polished appearance.**
- **Plant Flowers: Add color with low-maintenance flowers or plants that complement the home's exterior.**
- **Edge the Lawn: Define the edges of the lawn and garden beds for a crisp, clean look.**
- **Fix or Paint Fencing: Repair any broken fences and, if necessary, touch up paint or stain.**
- **Pressure Wash: Clean the driveway, sidewalk, and any exterior surfaces to remove dirt and grime.**
- **Add a Welcome Mat or Attractive Entryway: Place a nice mat, a few potted plants, or even a new door knocker to make the entry feel inviting.**
- **Clear driveway and street in front of home**

A well-maintained front yard enhances curb appeal and helps attract potential buyers.

Back Yard

When preparing the backyard for sale, focus on creating an inviting, functional outdoor space that potential buyers can envision themselves enjoying. Here's what to do:

- **Mow the Lawn: Keep the grass trimmed and healthy.**
- **Clear Debris: Remove fallen leaves, branches, or any clutter that might make the space look unkempt.**
- **Trim Bushes and Trees: Prune any overgrown shrubs, bushes, or trees to enhance the space's openness.**
- **Weed and Mulch Flower Beds: Clear weeds and add fresh mulch to flower beds for a fresh, tidy look.**
- **Fix or Paint Fencing: Repair any broken fences and touch up paint.**
- **Pressure Wash Surfaces: Clean patios, decks, fences, and walkways with a pressure washer to remove dirt and stains.**
- **Enhance with Outdoor Furniture: Add a few pieces of simple, clean furniture (like a table and chairs) to showcase the space's potential for entertaining.**
- **Add Lighting: Consider outdoor lights or lanterns to make the backyard feel cozy and functional in the evening.**
- **Highlight Key Features: If you have a pool, fire pit, or garden, make sure these areas are clean, staged, and well-lit. Turn water features on during showings. For a pool remove pool vacuum and toys.**

A well-prepared backyard helps potential buyers see the full potential of outdoor living space, increasing the home's overall appeal.

Kitchen

The kitchen is a focal point and deserves attention detail. Preparing the kitchen for a listing involves making it look clean, modern, and inviting. Here are the key steps:

- **Declutter Counters: Remove unnecessary items, such as small appliances, utensils, and clutter. Keep only a few decorative touches like a bowl of fruit or a vase.**
- **Deep Clean: Clean all surfaces, including countertops, cabinets, appliances, and floors. Don't forget to clean behind and under appliances.**
- **Organize Cabinets: Tidy up the inside of cabinets, drawers, and pantry. Potential buyers may open them to check storage space.**
- **Update Fixtures: Consider replacing outdated hardware, faucets, or light fixtures for a modern touch.**
- **Fix or Touch Up Repairs: Repair any damaged or worn-out elements, like broken tiles, leaky faucets, or chipped cabinets.**
- **Enhance Lighting: Ensure the kitchen is well-lit. Open curtains, turn on lights, or replace any dim bulbs.**
- **Add Fresh Details: Consider adding fresh flowers, a stylish bowl, or a decorative item to give the kitchen a warm, inviting feel.**
- **Remove Personal Items: Take down magnets, photos, or any personal items on the fridge or elsewhere.**
- **Clean Appliances: Ensure all appliances (stove, refrigerator, microwave, etc.) are spotless and in working order.**

A clean, organized, and well-maintained kitchen will make a great impression and can be a big selling point for buyers.

Bedrooms

Preparing bedrooms for picture day is about creating a calm, clean, and inviting atmosphere. Here are the steps to ensure your bedrooms look their best:

- **Declutter: Remove personal items, unnecessary furniture, and any clutter from surfaces. This makes the room look more spacious and appealing.**
- **Make the Bed: A neatly made bed is a focal point of the room. Use fresh, neutral-colored bedding, and add a few decorative pillows to make it look inviting.**
- **Maximize Space: Arrange furniture to make the room feel open and spacious. Avoid blocking windows with large pieces of furniture.**
- **Depersonalize: Remove personal photos, artwork, or items that make the space feel too specific to your family. Aim for a neutral, appealing look.**
- **Clean: Dust all surfaces, including nightstands, dressers, and shelves. Vacuum or mop the floors, and wipe down windows and mirrors for a spotless finish.**
- **Ensure Good Lighting: Open curtains or blinds to let in natural light. If needed, turn on lamps or overhead lights to brighten dark areas.**
- **Remove Excess Rugs: If the room feels too cramped, remove any extra rugs or carpets that might clutter the floor area.**
- **Ensure the Closet is Tidy: Buyers may peek inside, so make sure the closet is organized and doesn't look overcrowded.**

By following these steps, you can create a serene, attractive bedroom that will look appealing in photos and help buyers visualize the potential of the space.

Bathrooms

Preparing a bathroom for pictures involves making the space look clean, fresh, and spa-like. Here's how to do it:

- **Declutter: Remove personal items like toiletries, razors, and toothbrushes. Keep only a few neutral items like fresh towels or a decorative soap dispenser.**
- **Deep Clean: Scrub sinks, tubs, showers, and toilets. Clean mirrors, faucets, and light fixtures to make them shine. Pay attention to grout, corners, and any mold or soap scum buildup.**
- **Fix Any Repairs: Address any leaks, chipped tiles, or broken fixtures. A fresh coat of paint or new caulk around the tub can make a big difference.**
- **Tidy Up Towels: Use neatly arranged, freshly laundered towels. White or neutral-colored towels work best for photos and give the bathroom a crisp, clean feel.**
- **Ensure Proper Lighting: Open blinds or curtains to let in natural light, and turn on all lights in the room to brighten up dark corners.**
- **Add Subtle Décor: Place a simple plant, a scented candle, or a stylish soap dish to add a touch of elegance without creating clutter**
- **Empty the Trash: Make sure the trash can is empty and out of sight.**
- **Check for Water Spots: Wipe down glass shower doors, mirrors, and faucets to eliminate any water spots or streaks.**
- **Remove Rugs or Mats: Unless they're neutral and neatly placed, remove bath mats or rugs that might make the space look crowded.**

By making the bathroom shine and feel spacious, you'll make a lasting positive impression in photos and help buyers see its full potential.

Showings

The Essential Five-minute Clean-up for Showings

- Everyone gets a basket and cleans up clutter. Check for hazards, like toys left on the floor. Make sure all toys, including bicycles, are put away.
- Put pets in daycare, sleep cages or take them with you: In the listing instructions, there should be a warning if there is a big dog on premises. Buyers with allergies also may appreciate knowing in advance if you have pets
- Turn on lights: Open the drapes, turn on lights so buyers can really see.
- Give the buyer privacy: The buyer cannot come to your home without being accompanied by an agent. They will be
- more comfortable touring the home without your presence.

From The Photographer

About 1SV Photography

Welcome to the world of 1SV, a dynamic and creative company that captures the essence of life's special moments through stunning visuals. Founded just three years ago, 1SV has already completed over 700 projects, demonstrating a passion for visual storytelling that has won the hearts of clients across Southern California.

At 1SV, we are dedicated to delivering top-quality services that exceed expectations. Our team of skilled professionals has a keen eye for detail, a flair for creativity, and a deep understanding of the art of photography and videography. We specialize in capturing real estate, corporate events, commercials, lifestyle, among others.

What sets us apart from our competitors is our commitment to creating a personalized experience for each of our clients. We believe that each event is unique, and we work closely with our clients to understand their vision, preferences, and expectations.

At 1SV, we believe that every picture tells a story, and we strive to capture those moments that will last a lifetime. Our mission is to provide our clients with unforgettable visual memories that they will cherish for years to come. If you're looking for a reliable and professional photography/videography company that will deliver outstanding results, look no further than 1SV.