



Professional Real-Estate  
Photography *for the Modern World*

# Style Guide

*Daniel James Photography*  
*2019 Guide*  
*V1.1*



# Styling/Prep Guide

## General

- Thoroughly clean whole house (vacuum carpets, mop hardwood floors, clean counter-tops, clean windows)
- Turn on all overhead lights ON and lamps OFF\*
- Replace all burnt bulbs
- Turn all ceiling fans OFF\*
- Turn all TV's and computer screens OFF
- Remove small floor rugs to reveal actual flooring
- Place all shoes/jackets in closets
- Remove Tissue boxes

## Front Exterior

- Remove all vehicles from driveway\*
- Close garage doors
- Clean up landscaping (mow, trim shrubs, clear leaves)
- Remove empty planters
- Remove visible water hoses (if possible)
- Remove flags and any other decorations that can time stamp an image

## Living Room

- Remove stacks of magazines, papers, mail, etc.
- De-clutter fireplace mantle/hearth
- Fluff and arrange furniture pillows
- Remove kids toys
- Remove unattractive blankets from couch
- Hide remotes/candles

## Dining Room

- Clear table. Dust and polish table top
- Use decorative place settings if available
- Feature one center piece such as a bouquet of flowers
- Straighten all chairs and space them evenly
- Remove any child seats/booster chairs

## Kitchen

- Completely clear countertops of clutter. No baking supplies, mail, etc.
- Leave out max of 1-2 small appliances (ex. coffee maker)
- Clear outside of refrigerator of magnets, papers, photos, etc.
- Clear top of refrigerator
- Hide garbage cans in pantry or closet
- Remove dishes, dish towels, soaps and sponges from sink
- Remove drying racks
- Remove dish towels hanging from oven



## *Bedrooms*

- Make bed, include decorative pillows/throw blankets if available
- Clear nightstands of all personal items (tissue boxes, unattractive alarm clocks, etc.)
- Store away phone/tablet charging cables
- Remove all clutter from top of dressers
- Clean under bed, removing items that may show in the photos
- Remove laundry baskets

## *Bathrooms*

- Clean and clear countertops
- Remove toothbrushes, medications, deodorant, small mirrors, etc.
- Put toilet seats down
- Close all closet doors
- Remove shampoo/conditioners, soap, loofahs, etc. from shower and tubs
- Remove dirty towels - leave out only clean/washed towels with no visible wear
- Remove all floor/tub/toilet mats

## *Rear Exterior*

- Clean porch, tidy up outdoor tables/chairs/cushions
- Clear out kids toys, balls, frisbees, etc.
- Clean pool
- Remove pool vacuum/cleaner hose
- Hide pool cleaning supplies
- Turn on pool fountains/water features if available
- Remove visible water hoses (if possible)
- Remove trash cans

## *Pets*

- Place food and water bowls in pantry or closet
- Remove pet beds and all toys
- Contain pets in crate, outside or a different floor while photographer is present
- Clear backyard of all toys and pet waste
- We all love our pets, but their presence should be minimized

*Do you know the benefits of styling/prepping your listings?*

*A Real Estate Staging Association study found that homes, not staged, would sit on the market, on average for 143 days. Those same homes, once staged, sold, on average in just 40 days. That's 72% less time on the market!*





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