

STAYMARQUIS



Preparing for Your Photoshoot

Importance of Preparing Your Home for a Photoshoot

INTRODUCTION

Welcome and thank you for taking the time to learn how to properly prepare your home for your upcoming photoshoot.

SIGNIFICANCE

High-quality photos are the single most important aspect of ensuring your property's success in renting.

In today's digital age, many bookings are made sight unseen, so exceptional photos are crucial in attracting potential renters.

INVESTMENT

The time and expense of staging your home now will be minimal compared to the increased success and bookings you'll enjoy for years to come.

Why Quality Photos Matter

ATTRACT ATTENTION

Professional photos catch the eye and make your listing stand out.

STATISTICS

Properties with high-quality photos receive more views and bookings.

+309%

Studies have shown that high-quality images increase listing views, on average, by 309%!

FIRST IMPRESSIONS

Photos are the first thing renters see, essential to making a strong first impression.

Professional Preparation Services

INTRODUCTION

Preparing your home for a photoshoot can feel overwhelming, but don't worry—we're here to help.

WHAT WE DO

- 1. Furniture Arrangement:* We thoughtfully arrange furniture to create inviting and functional spaces.
 - 2. Decor Selection:* We select neutral and appealing decor to enhance each room's aesthetic.
 - 3. Decluttering:* We remove personal items and excess decorations to create a clean and welcoming environment.
 - 4. Lighting Optimization:* We optimize both natural and artificial lighting to highlight the best features of your home.
 - 5. Final Touches:* We add finishing touches, such as fresh flowers and art pieces, to complete the look.
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CONVENIENCE

Our preparation services are designed to assist you in presenting your property in the best possible light, ensuring a successful photoshoot and attracting more renters.

General Tips for All Areas

CLEANLINESS

Ensure every room is spotless, including windows and floors.

DECLUTTERING

Remove personal items and excess decorations to create a welcoming and neutral space.

REMOVE PERSONAL ITEMS

Remove all personal items, including family photos, to create a neutral and inviting environment.

LIGHTING

Use natural light whenever possible and turn on all lights to brighten the space.

NEUTRAL COLORS

Use neutral bedding and decor to appeal to a broad audience.

REPAIRS

Fix any visible damage or wear and tear to present the home in the best condition.

Front Yard

GENERAL TIPS

- Ensure the lawn is mowed and bushes are trimmed.
- Sweep the driveway and walkways to remove debris.
- Clear the driveway of vehicles.



SPECIFIC STAGING RECOMMENDATIONS:

1. FURNITURE

Comfortable outdoor seating (e.g., benches or Adirondack chairs).

2. DECOR ITEMS

Seasonal flowers or plants, a welcome mat.

3. OTHER FEATURES

Well-maintained lawn, trimmed bushes, clean walkways and driveway.

Backyard

GENERAL TIPS

- Ensure the lawn is mowed and landscaping is tidy.
- Clean the patio or deck area.
- Remove covers from outdoor furniture.
- Put out lounge chairs and cushions.
- Remove cover from the firepit.



SPECIFIC STAGING RECOMMENDATIONS:

1. FURNITURE

Outdoor dining set, lounge chairs, possibly a hammock.

2. DECOR ITEMS

Potted plants, outdoor rugs, string lights or lanterns.

3. OTHER FEATURES

Clean patio or deck, operational and clean hot tub or pool. Turn on the hot tub to showcase its functionality and inviting nature.

Driveway

GENERAL TIPS

- Clear away vehicles and clutter.
- Sweep or hose down the driveway.



SPECIFIC STAGING RECOMMENDATIONS:

1. DECOR ITEMS

Seasonal plants or decorative stones along the edges.

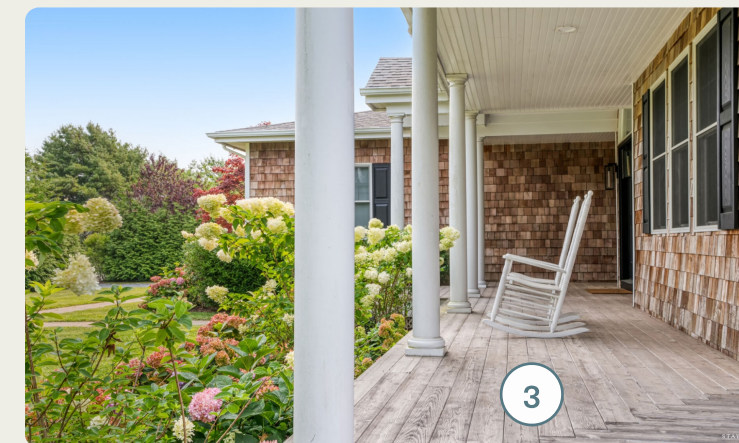
2. OTHER FEATURES

Clean and clear of vehicles and clutter, well-lit.

Decks, Patios, & Balconies

GENERAL TIPS

– Clean all surfaces and remove debris.



SPECIFIC STAGING RECOMMENDATIONS:

1. FURNITURE

Outdoor seating (chairs, tables), possibly a grill.

2. DECOR ITEMS

Potted plants, outdoor cushions, string lights.

3. OTHER FEATURES

Clean surfaces, sturdy railings, no visible wear and tear.

Living Room

GENERAL TIPS

- Ensure the room is clean and well-lit.
- Remove personal items and excess decor.



SPECIFIC STAGING RECOMMENDATIONS:

1. FURNITURE

Sofa, armchairs, coffee table, side tables, TV stand.

2. DECOR ITEMS

Throw pillows, blankets, area rug, neutral wall art, plants.

3. OTHER FEATURES

Fireplace turned on (if available), electronics turned off.

Kitchen

GENERAL TIPS

- Clean all surfaces and appliances.
- Clear countertops of all non-essential items.



SPECIFIC STAGING RECOMMENDATIONS:

1. FURNITURE

Bar stools (if there's a breakfast bar or island).

2. DECOR ITEMS

Decorative bowls (fruit or centerpiece), cookbooks, small plants.

3. OTHER FEATURES

Clean countertops and appliances, empty sink, organized and tidy cabinets.

Dining Room

GENERAL TIPS

- Ensure the room is clean and well-lit.
- Remove personal items and excess decor.



SPECIFIC STAGING RECOMMENDATIONS:

1. FURNITURE

Dining table and chairs, sideboard or buffet (if space allows).

2. DECOR ITEMS

Table runner, centerpiece (e.g., flowers or candles), placemats.

3. OTHER FEATURES

Clean surfaces, minimal and neutral decor.

Bedrooms

GENERAL TIPS

- Ensure the room is clean and well-lit.
- Remove personal items and clutter.



SPECIFIC STAGING RECOMMENDATIONS:

1. FURNITURE

Bed with headboard, nightstands, dresser, possibly a seating area.

2. DECOR ITEMS

Neutral bedding, at least four pillows, throw blanket, lamps, minimal wall art, area rug under the bed.

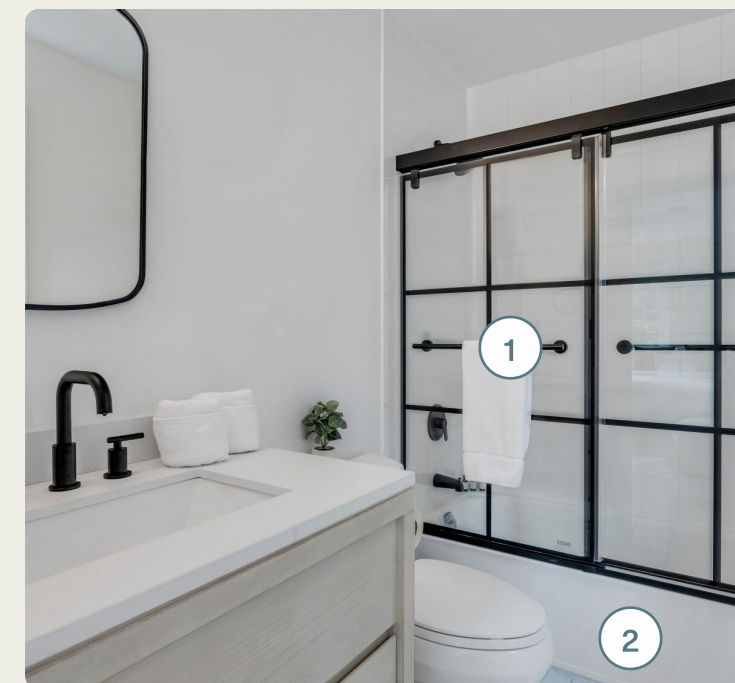
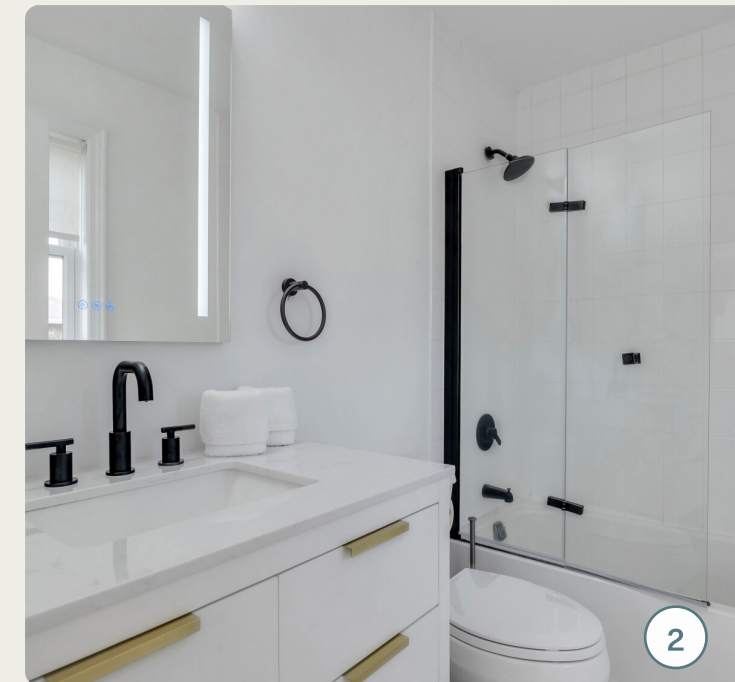
3. OTHER FEATURES

Bed crisply made, clean and organized.

Bathrooms

GENERAL TIPS

- Clean all surfaces, including mirrors.
- Remove personal items and toiletries.



SPECIFIC STAGING RECOMMENDATIONS:

1. DECOR ITEMS

Clean, neutral towels, small plants, soap dispensers, decorative trays.

2. OTHER FEATURES

Clean surfaces, mirrors, and fixtures; toilet lid closed.

Den

Home Office



GENERAL TIPS

- Ensure the room is clean and well-lit.
- Remove personal items and excess decor.

SPECIFIC STAGING RECOMMENDATIONS

1.FURNITURE	2.DECOR	3.FEATURES
Comfortable seating, coffee table, possibly a bookshelf.	Throw pillows, blankets, area rug, neutral decor items, plants.	Electronics turned off.

GENERAL TIPS

- Keep the desk organized and free of clutter.
- Ensure the space is well-lit.

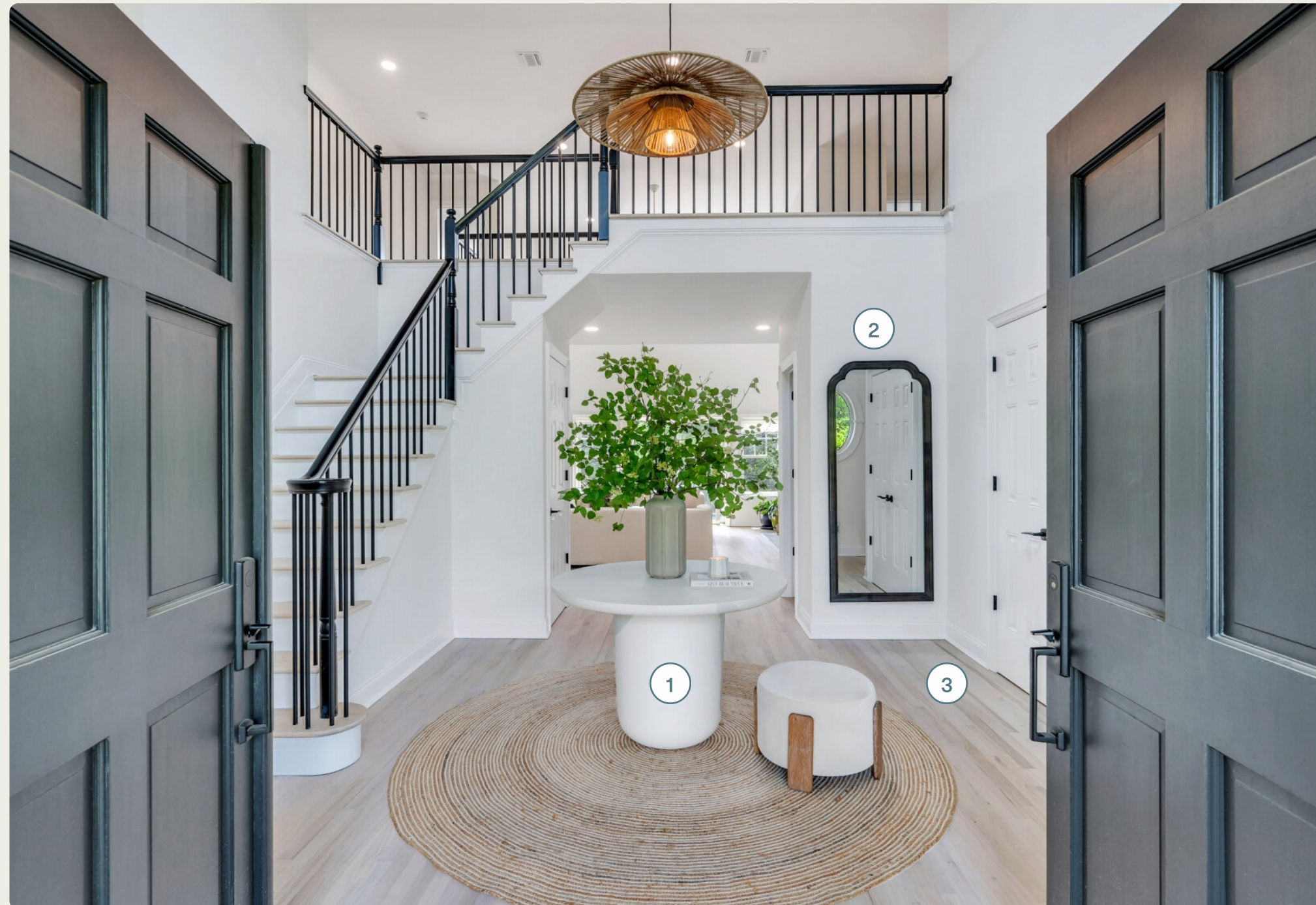
SPECIFIC STAGING RECOMMENDATIONS

1.FURNITURE	2.DECOR	3.FEATURES
Desk, office chair, possibly a small bookshelf.	Neutral office supplies, minimal decor, desk lamp, small plants.	Clean and organized, clutter-free.

Hallways

GENERAL TIPS

- Ensure the hallway is clean and clear of clutter.
- Ensure all lights are working and brighten the space.



SPECIFIC STAGING RECOMMENDATIONS:

1. FURNITURE

Console table (if space allows), small bench or chair.

2. DECOR ITEMS

Minimal wall art, decorative items on console table.

3. OTHER FEATURES

Clean and clear pathways, well-lit.

Laundry Room

Storage Areas



GENERAL TIPS

- Clean all surfaces, including washer and dryer.
- Ensure the space is well-lit.

SPECIFIC STAGING RECOMMENDATIONS

1. DECOR

Organized laundry supplies, small plants.

2. FEATURES

Clean surfaces, clutter-free.

GENERAL TIPS

- Organize storage items neatly.
- Remove any unnecessary items.

SPECIFIC STAGING RECOMMENDATIONS

1. FURNITURE

Shelving units (if space allows).

2. DECOR

Bins or baskets for organization.

3. FEATURES

Clean and organized, clutter-free, well-lit.

Unique Spaces

Game Room



GENERAL TIPS – Ensure the room is clean and inviting.

SPECIFIC STAGING RECOMMENDATIONS

1.FURNITURE	2.DECOR	3.FEATURES
Game tables (e.g., pool, foosball), comfortable seating.	Workout equipment (e.g., treadmill, weights), mirrors.	Well-lit.

Home Gym



GENERAL TIPS – Ensure the room is clean and inviting.

SPECIFIC STAGING RECOMMENDATIONS

1.FURNITURE	2.DECOR	3.FEATURES
Bed with headboard, nightstands, dresser, possibly a seating area.	Minimal decor, small plants, organized equipment.	Well-lit.

Wine Cellar



GENERAL TIPS – Ensure the room is clean and inviting.

SPECIFIC STAGING RECOMMENDATIONS

1.FURNITURE	2.DECOR	3.FEATURES
Wine racks or shelving.	Minimal decor, wine-related items.	Well-lit.

Final Touches

FINAL WALKTHROUGH

Walk through each room and check for final adjustments.

WINDOWS

Open all window coverings to let in natural light. Clean windows inside and out to remove any smudges or dirt, ensuring a clear view. Adjust curtains or blinds to balance the light and avoid harsh shadows.

LIGHTING

Ensure all lights are on to brighten each room. Use a mix of natural and artificial lighting to enhance the ambiance. Check for and replace any burned-out bulbs to maintain a consistent light quality.

TEST PHOTOS

Take a few test photos to see how everything looks and make any necessary adjustments.

Conclusion

RECAP

Preparing your home for a photoshoot is crucial for making a great first impression and securing bookings.

THANK YOU

Thank you for your cooperation and effort in making your property look its best.

CONTACT INFORMATION

You can reach us at owners@staymarquis.com or 855-589-8728.