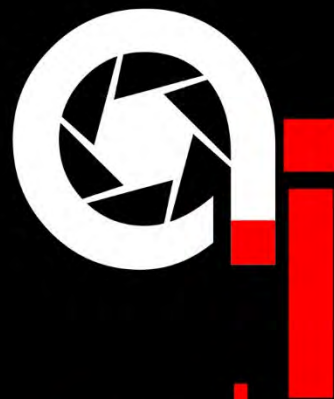


Real Estate Services Photography & Videography Preparation Guide

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PROPERTY PREPARATION



PROPERTY CONDITION

Artlight Images has provided agents and home owners across Perth with tens of thousands of photographs. As a business with an eye for detail and with an idea of what works and what doesn't in good image composition; use these home preparation tips to help you get ready for photography and videography.

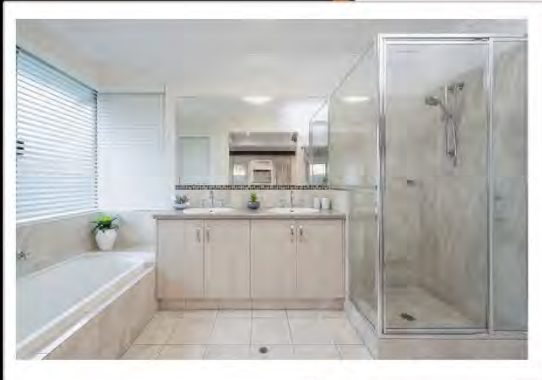
Preparing your home for sale or for a tenancy can be a daunting and tiring task, but it is so important that one of the biggest investments that you've made in your life attracts the largest number of potential buyers or tenants as possible.

There is a comprehensive list of tips in this guide, but don't feel overwhelmed - these tips are a guide to assist you in getting your home to look its best, not a compulsory list of to-do's, but please remember: The more work you do beforehand to tidy and de-clutter - the more attractive the photos and video will be.



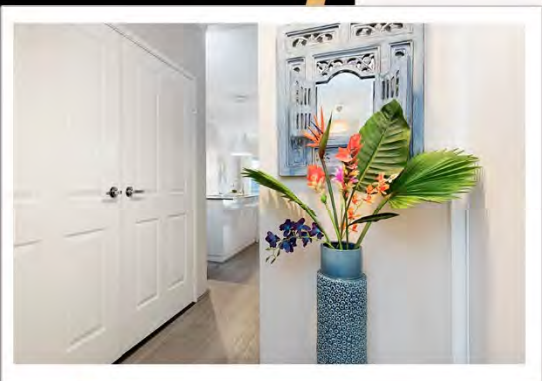
IMPORTANCE OF DE-CLUTTERING

It's a good idea to make your home feel as large and spacious as you can so that potential buyers walk away from the viewing with a sense of cleanliness and space. This can be achieved somewhat by decluttering and minimising the amount of personal items in and around your home.



DE-CLUTTERING BY PHOTOGRAPHER

The photographer may in some circumstances move items that interfere with the composure of the image, however the amount of decluttering done will be limited due to time constraints. So please ensure you've done the best you can before the photographer or videographer arrives.

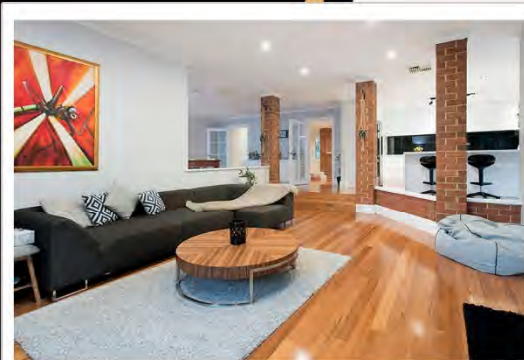
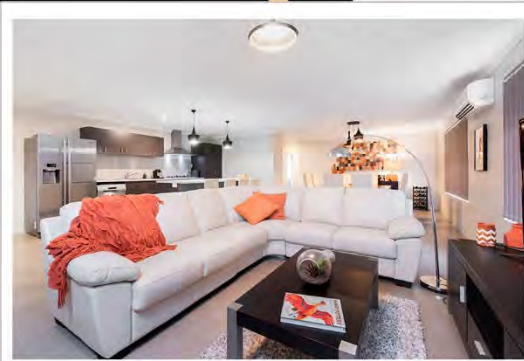


15 MINUTES BEFORE YOUR BOOKING

The more time the photographer and videographer can spend composing the vitally-important scenes of your property - the more interest you may have from potential buyers. In the 15 minutes before your scheduled booking: Turn on all **LIGHTS** including overhead stove-top lighting, outdoor lights, bedside lamps and garden lighting (if its a twilight shoot). Hide **PET BOWLS** and bedding. Remove the **BBQ COVER**. Remove **DISHES** from the sink. Remove all **FRIDGE MAGNETS**. Hide all **BATHROOM** toiletries. Move **VEHICLES** away from the driveway and take a final **WALK-THROUGH** to check it is ready.

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PHOTOGRAPHER'S WORKFLOW

When the Artlight Images photographer or videographer arrives at your home they will outline the process of their workflow and they will then take a walk-through to assess any items that may need attention for best composition.

This may involve the photographer moving items where required or they may ask you to assist. Please remember though - we can only do so much in the time we are there. If there's too many items to attend to we will have to leave clutter in the images - resulting in lower quality imagery, or we will be required to charge for this service.

There are many photographers and videographers that will not advise you whilst on site and will not declutter any of your personal items. This is NOT how Artlight Images works - Artlight Images will strive for the best quality images of your precious home.

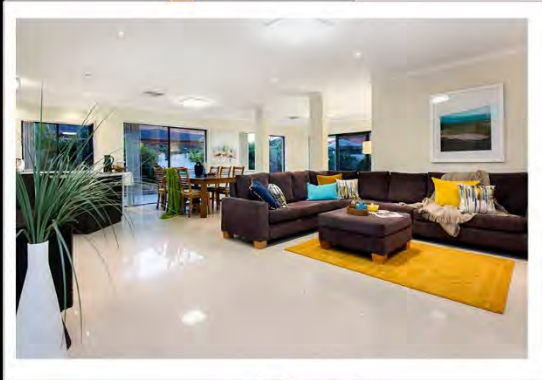
OUTSIDE YOUR HOME

The gardens should be as neat and tidy as possible. Lawns should be mowed and gardens free of weeds. Don't complete this too far in advance - especially in the spring and summer months when the lawn grows rapidly and in winter where weeds grow even faster... try to complete these no more than a week before your photography or video booking. Completing work in the gardens (whether it be for sale or rent) can enhance the final photography enormously.

INSIDE YOUR HOME

You want prospective buyers or tenants to fall in love with your home, not with your lifetime collection of beautiful knick-knacks from your world travels. As a photography business specialising in property photography we cannot stress enough the importance of de-cluttering your home.

PROPERTY PREPARATION



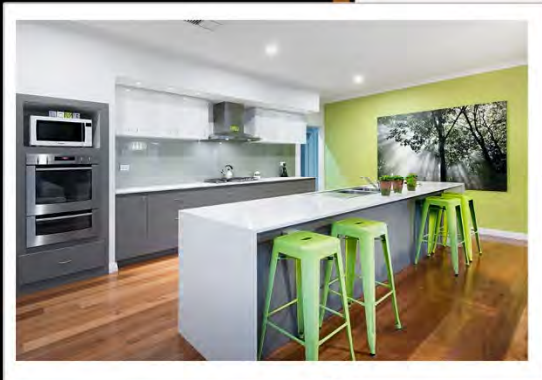
PREPARATION: ALL ROOMS

- + Vacuum carpets and mop floors
- + Clean windows - inside and outside
- + Blinds should all be set to the same height and curtains all opened evenly
- + Replace broken lightbulbs



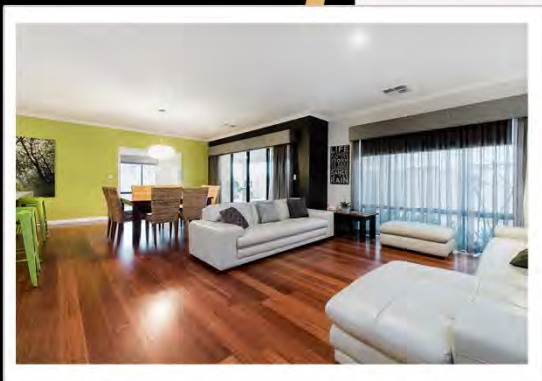
PREPARATION: THEATRE & LOUNGE

- + Place remote controls next to or behind the TV
- + Put away the kid's Playstation and other devices
- + Ensure floor mats and coffee tables are straight



PREPARATION: KITCHEN

- + Put all dishes and tea towels away
- + Hide rubbish bins
- + Wipe benches and cupboards down
- + Ensure there's no streak marks on shiny surfaces
- + Remove fridge magnets
- + Put the Thermomix & knife block away
- + Take floor mats away
- + Minimise the amount of items on the benches, but ring-in a splash of colour
- + Align breakfast bench chairs evenly and at the same height



PREPARATION: LIVING AREAS

- + Move furniture outwards towards the walls if you can as you want to invoke the feeling of space in the room, but do this cautiously as the room still needs to feel balanced and liveable
- + Put away any child fences and pet beds
- + Straighten wall art and photos
- + Place remote controls next to or behind the TV

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PROPERTY PREPARATION



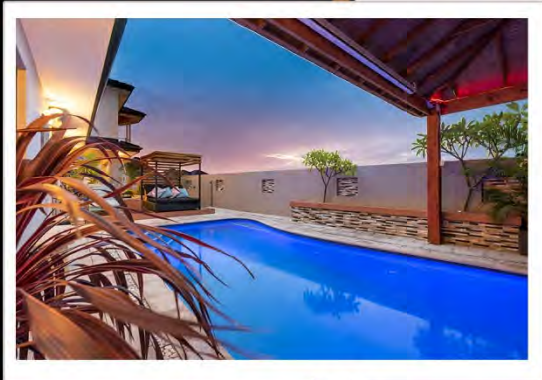
PREPARATION: BEDROOMS

- + Make-up all beds neatly
- + Put on clean pillow cases, or hide them beneath the doona
- + Ensure all bedside lamps are working and turned on
- + Put the trailer-load of kids toys away, or at least as much as you can. You want potential buyers to envisage their own kid's toys - not your wonderful ones



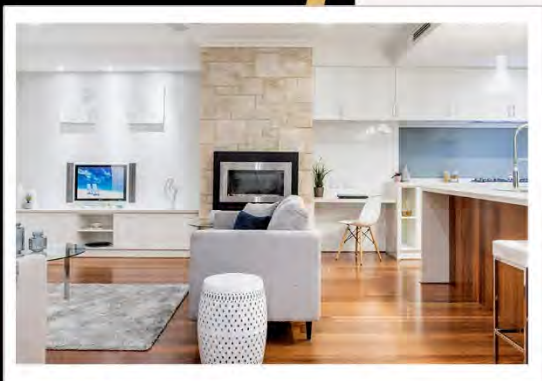
PREPARATION: BATHROOM & ENSUITE

- + Place toiletries and personal items in the cupboard
- + Bring-in a touch of greenery or other items conducive to giving those cold rooms some colour
- + The Artlight Images photographer will likely remove any floor mats before photographing those areas



PREPARATION: BACK YARD

- + Remove the BBQ cover if you have one
- + Remove and hide the pool cover (if possible place it down the side of your home near the laundry area)
- + Weed garden beds and mow the lawn
- + Put away or hide pet bowls
- + If you have an alfresco table - place something nice on the table such as an outdoor dinner setting or other decoration such as flowering pot plants or neat table cloth



EVERYTHING YOU DO HELPS YOU!

Every small thing you do to prepare your home for photography will help *you* enormously.

If the photographer is required to spend an excessive amount of time decluttering your home: that is time lost that could have been better-spent composing even greater images of your home.