

The Dos and Dont's of Property Photography

Make a lasting impression when renting out your property by showcasing it in the best light possible. Professional photography is essential for enticing potential Tenants and making them envision living in your space. To ensure your home looks its best, follow these important dos and don'ts when preparing for professional or marketing photography. Stand out from the competition with stunning photos that highlight the beauty of your home.

The DOs of preparing your property for photography:

DO DECLUTTER: One of the most important things you can do when preparing your property for professional photography is to declutter. Clutter can hide your property's best features and make it feel smaller. Any unnecessary items should be removed from surfaces and worktops and put out of sight. Remove all personal items. This will create an open and clean look, which Tenants will find inviting and easy to imagine themselves living in. Keep worktops as clutter-free as possible, hide draining racks, remove personal pictures. Store away visible cleaning items such as hoovers, irons, brooms etc.

DO DRESS THE SPACE: Investing in a few pieces of furniture like a kitchen table, office desk, chairs or sofas will help create a warm atmosphere that Tenants can easily imagine themselves living in. It also adds texture and depth to any room! Make the beds using freshly ironed linen, gorgeous textured throws and cushions. Plump up the cushions. Clear bedside cabinets of personal effects.

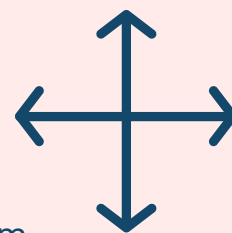
DO COLOUR: Add a pop of colour to a neutral pallet to really help the photos.

DO ACCESSORISE: Finishing touches like fresh flowers, a bowl of fruit or a few books can add warmth and texture to any room. This will help create an inviting atmosphere that buyers/tenants will be drawn to!

DO MAXIMISE NATURAL LIGHT: Natural light is always best and should be maximised by keeping windows free from obstructions such as blinds or curtains. This will help create an airy feel that Tenants will love! Pull back the curtains and lift the blinds to ensure the light can flood in. Open all the blinds and put on any sidelights. With the exception of spotlights, overhead lights can be very distracting and don't add a lot of light, we prefer to have them off.



DO MAXIMISE THE SPACE: Increasing your floor space makes a property feel larger, taking up rugs from smaller rooms can make a dramatic difference. Piles of children's toys should be tidied away. Remove any items under the bed.



DO FOCUS ON THE KITCHEN: All dirty dishes should be removed from the sink and put away. We recommend removing fridge magnets and if you have a pet, hide their food bowls. Put any older towels and tea towels out of sight too. If your kitchen has a dining area or indeed you have a separate dining room, you may want to consider setting the table.

CLEAN WINDOWS AND ENSURE ALL VISABLE APPLIANCES ARE CLEAN: Whether you have a lovely view from your windows or not, it's important that you take the time to make sure they are clean – inside and out. Kettles, washing machines, dishwashers etc should all be wiped down too because the camera can pick up stains or spillages.

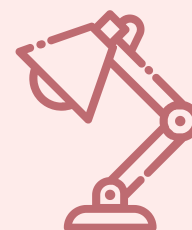
DO REMOVE CABLES: These are an eyesore - tuck them out of sight/ remove them if not required.

DO REMOVE SEASONAL ITEMS: These date the photographs – such as Christmas trees and decorations. They can also make the space feel less spacious.



The DONT'S of preparing your home for photography:

DON'T FORGET ABOUT LIGHTING: Lighting plays an important role in setting the mood of any room so don't forget about it when prepping for professional photography! If possible, try using natural lighting instead of artificial lighting as this will create an inviting atmosphere that buyers/tenants won't be able to resist!



DON'T OVERCROWD THE SPACE: While adding furniture can help create an inviting atmosphere, it's important not to overcrowd the space with too much furniture as this can make it seem cluttered and uncomfortable.

DON'T FORGET ABOUT THE BATHROOM: Make sure it is clean and tidy and sparkles! Remove unnecessary clutter and personal items such as toothbrushes and toothpaste! Remove a shower curtain or ensure it is neatly tied back. Toiletries can be particularly distracting as they are so colourful in a bathroom. And put the loo seat down!



DON'T FORGET ABOUT THE OUTSIDE OF THE HOUSE: That all-important kerb appeal! Move your car from the driveway and remove any bins and gardening equipment. Freshly cut grass always looks appealing and tackling an over-grown bush would also be beneficial.

DON'T PUT OFF PROFESSIONAL PHOTOGRAPHY: Professional photography is essential if you want to make a great first impression on potential Tenants so don't put off getting it done! Making sure that your home looks its best before taking pictures should be one of your top priorities when preparing for professional photography.

Preparing your property for professional photography doesn't have to be difficult or overwhelming if you know what dos and don'ts you should follow. By following these simple tips you'll ensure that your property stands out from the crowd. Doing so will make all the difference when trying to attract quality Tenants who are looking for their perfect rental home!

If you want to check the presentation, take some photos yourself and then really look at them – check that what you think can be seen is seen and check that there is nothing odd jumping out at you!

If all this sounds like too much work, let us do it for you! Our team can either do it for you with our **Property Staging Service** or you could opt to use one of our trusted third-party experienced companies to do it for you.

Information correct as of May 2024.

We hope you have found this helpful. If you have any questions or would like to speak to a member of our team, please don't hesitate to get in touch.

 info@chapmanspm.co.uk

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