

First impressions last

Impressions are already being formed the moment that a prospective buyer arrives at the property, so make it love at first sight!

The entrance is the handshake of the home

Make your entrance a welcoming one with a planter, clean doormat, and a fresh coat of paint on the door.

Light the way

Natural lighting is always a good idea, so let it fill the room.

Turn it on

Turn on all of the lights, and put them in places where natural light is absent.

Less is more

The little objects that mean so much to you can clutter and detract from the composition of the photo.



Wash the dishes

No matter whose turn it is, make sure that the dishes are washed and put away.

A matter of taste

Make sure that your food is stashed neatly out of sight. A bowl of fresh fruit or flowers can add color and life to an otherwise sterile space.



Allow people to move in

Family photos add clutter and remind people that someone else lives there. Let prospective buyers mentally move-in by removing personal photos and items.

Make smooth moves

A bedspread can never be too smooth. Even the slightest wrinkle is amplified by the camera's lens.



Make it sparkle

Clean every surface, twice.

**Sell your bathroom,
not your products**

Make your bathroom look like a spa. Limit the color palette, and remove products and accessories.



Express your views

Whether you have a view of the Swiss Alps or a nicely landscaped backyard, make sure that nothing gets in the way of your view on picture day. Remove all visual debris, from recycling bins to umbrellas.

Don't go wild

Front or back, the yard is an important part of your home. Remove dead plants, add a fresh layer of bark, and make sure to trim the bushes back below windows.