

Guide for Vendors

You have arranged for your property to be photographed professionally.

For many vendors this may be a first-time experience, so we've prepared a guide to help you present your property in the best possible way in order to achieve superior results.

Essential Images will photograph the exterior and interior of your house, but will normally exclude the garage, laundry and toilets. Our objective is to create images that will enable you to promote your property in the most positive way and maximise your market return.

The basic rule is to remove any object that may be distracting, but then add those touches that show off the best aspects of your home. The idea is to direct potential buyers to your home's key attractions and overall style.

Grounds

- The lawns should be mowed, hoses stored and toys kept out of sight where possible.

Decks

- If your home has decks and an indoor/outdoor flow, and weather permits, then put up a sun umbrella and perhaps dress up the outdoor table with a coffee or wine setting.
- BBQ covers are best removed and stored out of sight.

Lounge

- Again, less is more, so remove excess items to make your lounge more appealing.
- Arrange the lounge suite, cushions, coffee table and other furniture as if you were expecting important visitors.
- Conceal remote controls, cables and power leads.

Dining Room

- Arrange the table and chairs carefully.
- If possible add a special centrepiece or flowers in a vase (not too large though).
- Kitchen - display as much bench space as possible.
- Remove plug-in appliances and brightly coloured objects.
- Rubbish bins and tea towels should be stored out of sight temporarily.

Bathroom

- Matching towels always look good, but make sure the vanity is kept reasonably clear.
- Colourful items in the shower are best kept out of view temporarily.

Bedrooms

- Make use of your best duvets and pillows and try to hide all unnecessary items.

If you feel that you require further advice on any matter regarding the photography session, please talk to your agent. They have the experience and expertise to offer further assistance. Essential Images is confident that your efforts to make sure that your home has been presented in the best possible way will be reflected in the images produced for the real estate agent marketing your property.

NB: Essential Images are not responsible for returning a property to it's original condition if the owner is not able to help with the preparation of the property for photography. All care will be taken but in the end the responsibility is the owners."