

# upstage

the unabridged guide to preparing your home  
for photos that crush the competition

by  
*roisum residential*



[www.roisum-residential.com](http://www.roisum-residential.com)



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# *the process*

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- Still Photography
- 3D Virtual Tours
- Aerial Media
- Videography
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- Post-Appointment Process

# introduction

As home photographers, people that have sold homes themselves, and plain ol' humans, we know how stressful it is to begin the selling process. We've been in hundreds of homes, and we promise you are not alone if you find yourself scrambling up until the very last second.

We've created this guide to help you understand the photography process and give you all the deets on how to get the best photos possible. According to the Center for Realtor® Development, homes with high quality photographs sell 32% faster, and in our experience, they receive more offers!

With the market quickly rising, a majority of buyers will find their next home online, some even purchasing sight-unseen. We help you put your home's best foot forward and show buyers exactly why they need to purchase your home instead of the one down the street.

If you're ready to get this process rockin' and rollin', let us introduce you to Upstage without further ado!



xo,  
Haley

**Owner/CEO**

ROISUM RESIDENTIAL

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# still photography

Still photography is our most popular appointment type, and is just as it sounds: still photos of your home! These photos are taken with a digital single-lens reflex (DSLR) camera, a wide-angle lens, and an external flash. These items are our tried and true pieces of equipment. They allow us to take high-definition photos of your home, with little set-up or take-down. We take several angles of each room, ensuring that any buyers shopping online can see exactly what they need to. If you have specific areas of the home you do not want photographed, we are all ears. We typically leave those decisions up to you and your Realtor®, as they will know best how to use these photos to market your home. It is best if you, your family, and your pets are absent during the appointment. We understand this is not always possible, and we are willing to work with you at the time of the appointment.

Estimated Time for 3,000 Square Feet: 30-45 minutes



# 3d virtual tours

We have two options for 3D Virtual Tours: Matterport & iGuide. Both work in similar ways, and give a potential homebuyer a first-person point of view. We set up a 360-degree camera on a tripod where we want to take a scan, and hide out of sight. We are able to remotely control the cameras using a tablet or phone so it can take a scan of the empty room. When using the virtual tour cameras, it is essential that we leave the home as-is for every single scan. This means that window coverings, doors, cabinets, and furniture must all be in the exact same position for every scan. This allows the camera to align the home correctly at every point, stitching the scans together to create the 3-D model. It is best if you, your family, and your pets are absent during the scan. Matterport scans can only be accessed until the home has sold. iGuide can be accessed indefinitely.

Estimated Time for 3,000 Square Feet: 45-75 minutes



# aerial media

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We provide aerial photos, videos, and interactive panoramas. All are great tools to help buyers better understand the location of the home. During this process, you will want your property free

of clutter, toys, bikes, and any vehicles. We will capture both your home and the surrounding area, so ensure that your yard and landscaping are in the condition you want them to be seen in.

Estimated Time: 15 - 30 minutes



# videography

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Videography differs from the 3D tours, in that the buyer does not have the same interactive options. However, we add music and create more of a cinematic experience for potential buyers, eliciting more emotions and increasing the potential of an offer. These are mini videos, shot with an iPhone at wide angle and a gimbal to stabilize the footage. The final product lasts 1 to 2 minutes to capture the home and keep the buyer's attention.

Estimated Time for 3000 Square Feet: 30 - 45 Minutes

*put prep in your step*

# appointment preparation

We know you're busy busting your buns to prep for your photography and showing appointments. This list is extensive, and though we know it can look overwhelming, most of these items you'll have already completed. We're just here to jog your memory to ensure you don't forget anything!

Ultimately, this list is meant to be a guide. The more items you choose to complete, the smoother your appointment will go; and, in turn, the easier it will be to finish packing up and moving out. We've broken this list up into sections, making it a little easier to digest.





appointment preparation  
*living room*

- *Clear* surfaces and remove magazines, books, remotes, tablets, and any additional clutter
- *Fluff* throw pillows and neatly lay any decorative blankets
- *Vacuum* carpets or sweep & mop hard floors
- *Dust* televisions, entertainment centers, fireplace mantels, bookshelves, side tables, lamps, and coffee tables
- *Hide* excess cables and cords
- *Remove* video game consoles



# kitchen

- *Clear* everything from countertops, including small appliances, drying racks, cutting boards, & food (limit decor on counters)
- *Remove* everything (including magnets) from outside of refrigerator
- *Remove* any items from top of refrigerator
- *Sweep* and mop hard floors
- *Wipe* down counters, appliances, hardware, backsplash, and faucets
- *Clear* any dishes, sponges, brushes, and soap from sink
- *Wipe* down kitchen table and chairs
- *Remove* high chairs & booster seats
- *Dust* light fixtures
- *Organize* walk-in pantry (if applicable)
- *Remove* dish towels from oven handles



appointment preparation  
*bathrooms*

- *Clear* everything from countertops (limit decor)
- *Dust* light fixtures
- *Sweep* and mop hard floors
- *Remove* items from shower or bath
- *Wipe* down counters, mirror, shower / bath, and all hardware
- *Remove* bath mats
- *Hang* no more than two clean, matching, neutral towels on towel rack and one clean, neutral hand towel near sink, OR *remove* all towels
- *Remove* toilet brushes, plungers, Squatty Potty™ (or similar) devices, training toilets, and trash bins
- *Ensure* shower curtain is clean and wrinkle free, leaving partially open



appointment preparation  
*bedrooms*

- *Make* beds, pulling linens tight
- *Clear* tops of nightstands, dressers, and desks
- *Dust* light fixtures and all flat surfaces
- *Vacuum* carpets, or sweep and mop hard floors
- *Remove* items from under the bed, unless hidden by bed skirt
- *Organize* walk-in closets (if applicable)
- *Remove* any laundry and hampers
- *Unplug* and store chargers
- *Remove* televisions (unless on a wall mount), computers, and video game consoles



# appointment preparation

## exterior

### warm months

- Mow lawn
- Pull weeds and dead plants
- If necessary, wash exterior windows
- If necessary, power wash or wipe down siding, garage doors, and exterior doors
- Sweep driveway and sidewalks of dirt and debris
- Rake any leaves or branches from lawn
- Trim any overgrown trees or bushes
- Remove children's toys and dog toys
- Remove animal feces
- Remove trash bins and recycling bins (can store in garage or pull to the street for appointment)
- Move above ground trampolines to one corner of yard
- Remove landscaping tools & shovels
- Remove fallen fruit from ground (if applicable)
- Clear window wells of debris
- Remove non-permanent basketball hoops from front of home

### cold months

- If necessary, wash exterior windows
- If necessary, wipe down siding, garage door, and exterior doors
- Shovel and melt driveway, sidewalks, patios, and decks to free of snow and ice
- Remove children's toys and dog toys
- Remove animal feces
- Remove trash bins and recycling bins (can store in garage or pull to the street for appointment)
- Remove landscaping tools & shovels
- If feasible, move above ground trampolines to one corner of yard
- Remove non-permanent basketball hoops from front of home

# miscellaneous

- Replace* any burnt out lightbulbs or broken light fixtures
- Wipe* down interior windows and blinds
- Hide* or remove excess cords
- Remove* trash bags and hide bins when possible
- Remove* any items from window sills
- Remove* personal identifiers (family photos, private paperwork, addressed mail, etc.) and valuables including jewelry, guns, ammo, etc.
- Minimize* furniture and decor when possible
- Wait* until after your appointment to fill nail holes
- Remove* clothes from clear-front washers & dryers
- Remove* dead house plants or flowers



appointment preparation

# miscellaneous

- *Hide* cleaning supplies including vacuums, mops, and detergents
- *Remove* space heaters and standing / box fans
- *Ensure* desks and home office areas are clear of clutter and paperwork
- *Remove* baby-proofing devices such as exterior cabinet locks and baby gates
- *Ensure* cabinet doors fully close and adjust hinges if necessary



# appointment day

## *make sure to...*

- Turn on all lights in the home, including lamps
- Turn off ceiling fans
- Open all blinds to the same length and direction (fully or partially open is your decision), and open curtains
- Turn off televisions and computer screens
- Close all kitchen and bathroom cabinet doors
- Remove cars from driveway (if utilizing aerial photography, please remove cars from property altogether)
- Pull large city or county trash bins to the street or hide in garage if garage is not being photographed
- Open all interior doors for all rooms and spaces you wish to be photographed
- Remove evidence of pets including food and water bowls, beds, toys, tanks, cages, kennels, etc.



# appointment day

## tips

- Photos are not taken of the garage unless otherwise requested. This is a great place to hide boxes, trash bins, moving totes, and any excess items. If you do plan on having garage photos taken, please stack boxes in an organized manner.
- Photos are not taken of the insides of drawers or cabinets. Utilize these spaces to hide items that you do not wish to appear in photos.
- If you plan on downsizing items before moving, try to do so before your photo appointment. Any appliances, toys, decor, clothing, etc. that you plan on donating, discarding, or selling before you move should be removed from the home before your photo appointment.
- Please do not schedule your photo appointment on the same day as other contractors, landscapers, etc.
- Preparing and staging your home will take time. Please consider rescheduling if your home is not in the condition you'd like it to be for photos. We do not charge cancellation or rescheduling fees, and we are happy to accommodate your schedule, even if the cancellation is the evening before or morning of your appointment. We want you to be pleased with the outcome!
- If weather is a concern, please consider rescheduling if poor weather is predicted. Roisum Residential photographers work rain or shine, and will plan on taking both interior and exterior photos at your scheduled appointment time.

# a few last words



## about staging

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Here are a few simple explanations for some of our staging tips:

- We recommend taking all items off of kitchen counters for two reasons:
  - Removal of items makes for a cleaner appearance.
  - Items left on counter gives the appearance that the kitchen lacks cabinet storage.
- Fans and space heaters give the appearance of poor air circulation in the home.
- You may adore your fur babies, but unfortunately not everyone will. Removing pet items allows all buyers, even those without pets, to envision themselves in the home.
- Personal identifiers, like family photos, and valuable objects should be hidden or removed for a few reasons:
  - Your home photos will be posted online, so removing personal photos, paperwork, mail, jewelry etc. helps with internet safety.
  - Personal identifiers can be distracting to potential new buyers. You want buyers looking at the home, not your photos, and imagining their own items in the space.
- We love to take close-up shots of the special details that make your home different from the next. This may be upgraded light fixtures, hardware, cabinetry, etc. so dusting is important.
- We ask that the shower curtain is half open in bathrooms. A fully closed shower curtain looks clean, but makes the bathroom appear smaller. A half open shower curtain allows buyers to see the hardware & inside of the shower while also giving space to hide any additional soaps behind the closed section.
- Just remember, the goal is to make your home as appealing as possible to all demographics.

# after appointment

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We know both you and your Realtor® are anxious to see the work we've done! That's why we guarantee all of our photography & 3D services\* within 12 hours and videography services within 24 hours. We never want Roisum Residential to be the reason you're delayed in listing your home!

If you have any questions or concerns prior to your appointment, please be sure to express those to your Realtor®. We work closely with the real estate agents in the area, and we are happy to make adjustments as needed.

All products will be sent via email to your Realtor® within our guaranteed time frames. We appreciate the opportunity to work for you!

Invoices are sent electronically via email to the responsible party after the appointment. Credit cards, cash, check, and Venmo (@roisumresidential) are all acceptable forms of payment.

Be sure to follow Roisum Residential on both:

 Facebook.com/RoisumResidential

 Instagram: @RoisumResidential

\*iGuide tours are manually processed by their company.  
Estimated timeframe is 1-2 business days.

