

ROISUM RESIDENTIAL

UPSTAGE

THE UNABRIDGED GUIDE TO PREPARING YOUR HOME
FOR PHOTOS THAT CRUSH THE COMPETITION



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INTRODUCTION



HALEY ROISUM

FOUNDER & OWNER

Selling a home can feel overwhelming — trust us, we've been there! After working in thousands of homes, we know that even the most organized sellers find themselves tidying up until the very last second. You're not alone.

We created this guide to walk you through the photography process and share exactly how to get the best results.

According to the Center for Realtor® Development, homes with high-quality photos sell 32% faster—and in our experience, they also attract more offers. Our goal is to help your home put its best foot (door?) forward and show buyers why it's *the one*.

Ready to get started? Let's introduce you to **Upstage**, your partner in making every photo shine.

WWW.ROISUM-RESIDENTIAL.COM



STILL PHOTOS



Our photos are taken with a DSLR camera and a wide-angle lens, our tried-and-true combo for capturing bright, high-definition shots of your home. We take several angles of each room so buyers browsing online can get a full sense of the space.

If there are areas you'd prefer not to have photographed, just let us know. We're happy to follow your lead (and your agent's!) on what best showcases your home.

During the appointment, we ask that you, your family, and your pets step out for a bit so we can move quickly and capture the best possible images without distractions. Don't worry—it doesn't take long!

Estimated Time for a 3,000 sq ft home: **30 minutes**

3D VIRTUAL TOURS



For a virtual tour, we use a specialty 360-degree camera that scans each room and then stitches the images together to create an interactive 3D model of your home. To get a smooth, accurate result, it's important that everything in the home stays exactly as it is for every scan, which includes window coverings, doors, cabinets, and furniture. Keeping things consistent helps the camera align each space perfectly.

During the tour, we ask that you, your family, and your pets step out so we can move through the home efficiently and capture the best possible results.

Estimated Time for a 3,000 sq ft home: **60 minutes**

AERIAL MEDIA



We capture stunning aerial photos, videos, and 360° panoramas that showcase your home and its surroundings from above. These images help buyers better understand the property's location, lot size, and neighborhood setting.

Before the appointment, make sure your yard is free of clutter, toys, waste/recycling bins, and vehicles. Because the drone captures both your home and the surrounding area, this is your chance to have your landscaping and outdoor spaces looking their best.

We're fully licensed with the Federal Aviation Administration (FAA), which means we're cleared to legally and safely operate drones for real estate purposes. This is an important distinction, as hiring an unlicensed individual can cost you *tens of thousands of dollars* in fines.

Estimated Time: **10 - 15 minutes**

APPOINTMENT PREPARATION



We know you're busy getting ready for photography and showings! This checklist might look a little long, but don't worry! Most of these tasks you've probably already tackled. Think of this as a friendly reminder to make sure nothing slips through the cracks.

Ultimately, this list is just a guide. The more items you check off, the smoother your appointments will go, and the easier it'll be when it's time to pack up and move out. This comprehensive list is to help you with both your photography appointment AND your showing appointments.

We've broken everything down into sections to make it easier to digest, so take it one step (or room) at a time. You've got this!



ENTRY

ENTRY

	Wipe down the interior and exterior of the front door
	Sweep and mop hard floors
	Dust any entry tables and decor
	Sweep front porch
	Fluff and wipe down any outdoor furniture
	Ensure door mat is free of dust and not overly worn. Replace if needed.



LIVING ROOM

LIVING ROOM

	Clear surfaces, removing magazines, books, remotes, and tablets
	Fluff throw pillows and neatly lay any decorative blankets
	Vacuum carpets or sweep and mop hard floors
	Dust fireplace mantels, shelves, TV, lamps, & tables
	Hide excess cables and cords
	Remove video game consoles
	Center rugs and make sure edges are flat
	Remove family photos or personal items
	Replace dead lightbulbs ensuring bulb tones match
	Wipe fingerprints from glass surfaces, TV screens, and mirrors
	Tuck away pet beds, toys, and scratching posts

LIVING ROOM (CONT'D)

	Clean the interior and exterior glass on the fireplace
	Ensure HVAC vents are clean and free of dust
	Steam curtains for a wrinkle-free look
	Vacuum cloth sofas and chairs
	Wipe down leather furniture



KITCHEN

KITCHEN

	Clear everything from countertops, including small appliances, drying racks and cutting boards
	Remove everything including magnets, papers, and artwork from the outside of the refrigerator
	Remove any items from the top of the refrigerator
	Sweep and mop hard floors
	Wipe down countertops, appliances, hardware, backsplash, and faucets
	Clear any dishes, sponges, brushes, and soap from the sink
	Wipe down the kitchen table and chairs
	Remove high chairs and booster seats
	Dust light fixtures and wipe glass pendants if applicable
	Organize pantry (a great time to toss expired food!)
	Remove dish towels from oven handles

KITCHEN (CONT'D)

	Empty & hide trash cans and recycling bins
	Make sure all lights are on and bulbs match in color temperature
	Straighten barstools & chairs so they're evenly spaced
	Ensure all cabinet doors and drawers close completely
	Remove pet bowls and hide pet food



BATHROOMS

BATHROOMS

	Clear everything from countertops (limit decor to one or two simple, neutral items)
	Remove all personal toiletries, makeup, toothbrushes, and products from counters
	Reduce items in shower, throwing away any empty bottles
	Remove toilet brushes, plungers, Squatty Potty™ (or similar), training toilets, and trash bins
	Ensure the shower curtain is clean, wrinkle-free, and left partially open
	Ensure cabinet doors and drawers can close completely
	Limit floor to one clean bath mat
	If bath mat is worn or dirty, store away for appointments.
	Wipe down counters, mirrors, shower/bath, toilet, and all hardware until streak-free
	Sweep and mop hard floors
	Hang no more than two clean, matching, neutral (preferably white) towels on the towel rack

BATHROOMS (CONT'D)

	Hang no more than one clean, neutral (preferably white) hand towel on towel ring
	Ensure toilet paper is filled and not unrolled
	Make sure all lights are on and bulbs match in color temperature
	Remove bath toys
	Remove hard water stains from glass materials



BEDROOMS

B E D R O O M S

	Make beds with smooth, tightly pulled linens and neatly arranged pillows
	Clear tops of nightstands, dressers, and desks (limit decor to one or two simple items)
	Dust light fixtures, ceiling fans, and all flat surfaces
	Vacuum carpets or sweep and mop hard floors
	Remove items from under the bed unless fully hidden by a bed skirt
	Organize walk-in closets (if applicable)
	Remove all laundry & full hampers from view
	Unplug and store chargers, cords, and personal electronics
	Remove televisions (unless wall-mounted), computers, and video game consoles
	Replace any burnt-out bulbs and ensure all lighting matches in color temperature
	Remove personal photos and keepsakes



LAUNDRY ROOM

LAUNDRY ROOM

	Remove laundry baskets, hampers, and visible piles of clothing (clean or dirty!)
	Ensure both washer and dryer are empty
	Wipe down washer, dryer, counters, sink, and cabinet faces
	Empty lint traps
	Sweep and mop floors
	Remove trash cans and cleaning tools from view
	Organize detergents and laundry supplies in an orderly manner



HOME OFFICE

HOME OFFICE

	Remove all personal identifiers including mail, paperwork, photos, etc.
	Clear desks and bookshelves of clutter
	Dust all surfaces, including monitors and lamps
	Hide or neatly bundle computer cords, chargers, and power strips
	Remove sticky notes, calendars, and personal documents from view
	Vacuum carpets or sweep and mop hard floors
	Ensure cabinets and drawers close completely
	Turn computer off



EXTERIOR

EXTERIOR (COLD MONTHS)

	Shovel and clear driveways, sidewalks, patios, and decks of all snow and ice
	Apply ice melt as needed to ensure surfaces are safe and clear
	Check that porch lights and fixtures are clean and working
	Brush snow off exterior decor, potted plants, or doormats
	Remove children's toys, pet toys, and animal waste
	Store trash and recycling bins neatly in the garage or along the side of the house (out of view)
	Put away landscaping tools, shovels, and snow blowers
	Move above-ground trampolines to a back corner of the yard (if feasible)
	Remove moveable basketball hoops from the front of the home
	Wash exterior windows if weather permits

EXTERIOR (W A R M M O N T H S)

	Mow the lawn and edge along sidewalks and driveways
	Pull weeds and remove dead plants
	Rake leaves, branches, and debris from the yard
	Trim overgrown trees, shrubs, and bushes
	Remove fallen fruit from the ground (if applicable)
	Clear window wells of leaves and debris
	Wash exterior windows if needed
	Power wash or wipe down siding, garage doors, and exterior doors if dirty
	Sweep driveways, walkways, and patios
	Make sure porch lights and exterior fixtures are clean and working
	Remove children's toys, pet toys, and animal waste

EXTERIOR (W A R M M O N T H S)

	Move above-ground trampolines to a back corner of the yard
	Remove moveable basketball hoops from the front of the home
	Store trash and recycling bins neatly in the garage or along the side of the house (not visible from the street)
	Put away landscaping tools, hoses, and shovels
	Tidy up outdoor furniture
	Clear cobwebs, nests, and any signs of critters and pests



MISCELLANEOUS

MISCELLANEOUS

	Replace any burnt-out bulbs and ensure all lighting matches in color temperature
	Wipe down interior windows, mirrors, and blinds
	Remove items from window sills and clean tracks
	Remove personal identifiers (family photos, private paperwork, addressed mail, etc.)
	Store valuables, including jewelry, firearms, ammunition, and collectibles, in a safe or off-site location
	Minimize furniture and décor where possible to make rooms feel open and spacious
	Remove dead or wilted houseplants
	Remove space heaters, standing fans, and humidifiers
	Ensure all cabinet doors and drawers close completely (adjust hinges if needed)
	Set thermostat to a comfortable temperature before your showing appointments
	Turn off televisions, ceiling fans, and music

MISCELLANEOUS

	Eliminate strong odors by avoiding cooking, burning candles, or using air fresheners right before the appointment
	Dust baseboards
	Wipe down doorknobs
	Do a final walk-through of your home to check for anything distracting or out of place

FINAL INSTRUCTIONS



Utilize your storage spaces.

Photos are not taken inside drawers or cabinets, so feel free to use these areas to store personal items or anything you don't want visible in photos.

Downsize ahead of time.

Sell or donate items before moving, and do so before your appointment. Remove appliances, toys, décor, and clothing you no longer plan to keep so your home looks clean and spacious. Consider a monthly storage space if you have excess items. You are planning on moving anyway, so get the process started sooner rather than later.

Avoid overlapping appointments.

Please do not schedule other services (like cleaners, landscapers, or contractors) on the same day as your photography appointment. These tasks often take longer than expected and can delay or interfere with your session. Try to complete all other prep work prior to photo day.

Preparation WILL take longer than you expect.

Preparing and staging your home takes effort. If you feel your home won't be ready, we're happy to reschedule, even the evening before or morning of your appointment. There's no fee to cancel or adjust your time. We want you to be thrilled with your photos! A few extra days of preparation can save you weeks or even months sitting on the market.

Keep an eye on the weather.

Our photographers work rain or shine, and will photograph both the interior and exterior of your home as scheduled. However, if poor weather is predicted and you'd prefer to wait for better conditions, feel free to reschedule.

WHY IT MATTERS

Countertops

We recommend clearing kitchen counters for two reasons:

- A clutter-free space creates a cleaner, more modern look in photos.
- Items left on counters make the kitchen look like it lacks storage.

Fans & Space Heaters

While they may be practical, visible fans and space heaters can suggest poor air circulation or heating issues. Removing them helps buyers focus on the home's true features rather than possible concerns.

Pets

We know you love your pets — we do too! But not all buyers are animal lovers. Removing pet beds, food dishes, litter boxes, and toys allows every buyer to imagine themselves in the space without distraction or unnecessary worry.

Personal Items & Valuables

You wouldn't normally announce what you own and where to find it on your social media, but that's essentially what you're doing if you're allowing valuables to be photographed while selling your home.

- Your listing photos will be online. Keeping personal identifiers out of sight helps protect your privacy.
- Storing valuables out of sight keeps them safe and doesn't announce to the world what they are or where they are located.
- Help buyers focus on the home itself, rather than the people who live in it.

Dust & Details

We love capturing close-up shots of the special touches that make your home stand out, like upgraded lighting, beautiful cabinetry, unique hardware, and more. A quick dusting ensures those features photograph at their best.

Shower Curtains

Leave shower curtains half open for photos. This shows off your fixtures and tile while keeping any personal items hidden behind the closed section. A fully closed curtain can make the room feel smaller and less inviting.

Child Safety

We encourage you to take down photos of your children as well as decor that may display their name. Again, photos of your home will be on the internet, and it's best to hide your children's personal identifiers as well as your own.

The Goal

Every suggestion here is designed to help your home look its very best and appeal to all demographics of buyers. Clean, neutral, and distraction-free spaces photograph beautifully, and help buyers imagine your home as their home.



PARTING ADVICE

Selling your home is one of the biggest financial and emotional decisions you'll make. In today's market, presentation is everything. Buyers have countless options at their fingertips, and homes that aren't properly prepared often sit longer or fail to sell at all. Gone are the days where homes are selling instantly and for thousands over asking. It's no longer a "sellers' market."

While we know the process can feel inconvenient and sometimes stressful (between cleaning, packing, and constant showings), taking the time to present your home thoughtfully will pay off. A well-prepared, beautifully staged home not only photographs better but also attracts more buyers, stronger offers, and a smoother path to closing. Remember, this phase is temporary, but the effort you put in now can make all the difference in how quickly and successfully your home sells.





AFTER APPOINTMENT

We know both you and your Realtor® are anxious to see the work we've done! We never want Roisum Residential to be the reason you're delayed in listing your home. Our standard turnaround time is about 12 hours.

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®. We appreciate the opportunity to work with 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.

