



PREPARING FOR PHOTOGRAPHY

Listing Creative is proud to be your partner in photography. We will work with your agent to ensure the best presentation of your home.

ITS ALL ABOUT THE BUYERS

Our marketing goal is to create a home in which the buyer can imagine living in and achieving their desired lifestyle.

Getting photo-ready can be challenging and hard work. We all live in our homes and store our belongings there. But for photos, we are looking for wide spaces to show the size of the rooms. Some sellers consider utilizing offsite storage (a nice neighbor's garage or self storage) to clear personal belonging from the home.

01

BOOST CURB APPEAL

The exterior photo is the “hero shot” of the listing and must be perfect. Buyers often drive by before showings - it is important to keep the exterior tidy and manicured.

02

PAINT + CLEAN

Inside and outside should be spotless - from shining floors to gleaming windows. Fresh paint throughout makes a huge difference in photos and showings.

03

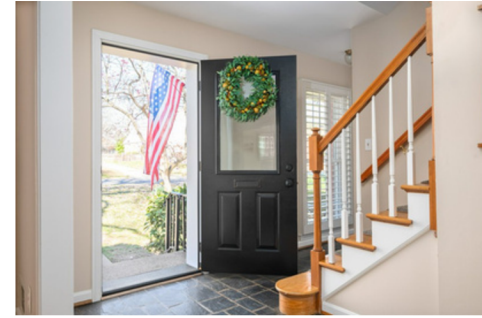
WELCOME VISITORS

A staged front door says “welcome home”, add a clean doormat, potted plants and — if you have space — one or two pieces of accent furniture. Leave porch lights on to add an extra touch.

INTERIOR PHOTOGRAPHY

Our professional camera set-up includes top-of-the-line mirrorless camera and lens, off camera flash and sturdy tripod.

We photograph every room* from multiple angles. Our ultra-wide angle lens shows the entire space, and our special highlight photography shows off the details.



SET UP

Strike a balance between clean and lived-in

Define each room. Consider leaving some rooms clean and empty

Turn off all ceiling fans (and leave remotes visible in case we need them on)

Bathrooms - remove all cleaning supplies, toilet seat down, shower curtain open

LIGHTS

Turn on all interior lights and dim where possible

Use the same color lightbulbs throughout - warm and soft. Avoid very bright lights

Straighten any lampshades and hide cords

Open blinds and shades to let the natural light in

Clean windows can make a huge difference in both photography and showings!

**Please note - we do not photograph inside closets or other hiding places, we will measure them for the floorplans!*

EXTERIOR PHOTOGRAPHY

A full set of exteriors includes both front and back of the home, all decks or seating areas and the front door. We also include any special flower beds, gardens, sheds and other features.

If your photo day lands us with white skies, don't worry. All exterior photos include blue sky replacements and color enhancement (we turn up the sunshine!)

SET UP

Turn all exterior lights on

Stage and set front door area

Remove or tidy hoses

Trim plants, tidy weeds and freshen mulch

Blow decks, patios, porches, walkways and driveways

Remove all yard equipment

CARS + PARKING

Cars should be removed and parked away from the front of the house

Clear garage, if possible! If being used for storage, we will measure but not photograph.

If you live on a busy street, it is helpful to park immediately outside the front door to keep that space

When possible, try to schedule your photos when the sun is shining on the front of the home.

We cannot photograph while it is actively raining or in inclement weather.





PHOTOGRAPHY DAY - OUR PROCESS

Your home is beautifully presented inside and out, all clutter is hidden in the closets or storage spaces and rooms are tidy and staged with purpose, it's time for the cameras!

Your photographer will typically follow this sort of process

- 01 INTERIOR PHOTOS**
Every room
No closets (pantry/walkins optional)
Window treatments up (to see windows)
Ceiling fans and lights off
Lamps on
- 02 INTERIOR VIRTUAL TOUR**
Every room, closet, space is measured
360 degree views of all rooms
Same as interior photos
- 03 INTERIOR VIDEO**
Main rooms, including bathrooms
Lights off, ceiling fans ON, fireplaces ON
- 04 EXTERIOR VIDEO + PHOTOS**
Interior lights off
Exterior lights on
- 05 EDITING AND PROCESSING**
Media is sent for drafting and processing overnight. We deliver the media directly to your agent.

PHOTOGRAPHY

Our professional camera set-up includes top-of-the-line mirrorless camera. We photograph every room from multiple angles. Our ultra-wide angle lens shows the entire space, and our special highlight photography shows off the details.

VIRTUAL TOUR

We use the best technology on the market to create our VIRTUAL TOURS. This camera creates a 360 degree view of each room and uses lasers to collect measurements for the floorplan. Every room, every closet and every space including laundry, storage, garages, patios and decks will be scanned.

VIDEOGRAPHY

We use another set-up to create short, punchy walk-through videos for your listing. We may use our full camera on a specialized stabilizer or our iPhone cameras on a gimbal. Either way, we will walk through the entire home one last time to gather our footage.



OUR PARTNERS TO PREPARE FOR PHOTO DAY

A guide for sellers

It takes a village - or a little black book - of vetted service providers to prepare a home for market. Please reach out to any of these partners who are ready to take your call.

MARC ARENA

PAINTER & DECORATOR
BAREFOOT PAINTING SERVICE
703-951-3397

WILSON GODOY-LOPEZ

MOVING COMPANY
DAN'S VAN LINES
703-553-0900

LUIS MOLINA

HANDYMAN
ONE STOP HANDY
703-731-4878

EVANGELINA BENAVIDES

CLEANING SERVICE
MARLINA LLC
571-287-3033

LARRY GOINGS

CREDIT REPAIR
UPLIFTING CREDIT SCORES
619-876-8554

JOSEPH MOLINA

HVAC - HEATING & AIR
HVAC
703-338-2770

EDDY CLAROS

WASTE DISPOSAL
OUT JUNK OUT
571-505-9697

MIKE JONES

LIFE AND DISABILITY INSURANCE
MIKE W. JONES INSURANCE
703-819-3681

EDWHAR NUNEZ

FLOORING
ABSOLUTE FLOORING, LLC
703-490-4700

JACK CORDES

PROPERTY INSURANCE
BRIDGE FIRST INSURANCE
571-249-3857

EMILIE KYLE

INTERIOR DESIGN
LUSH INTERIOR DESIGN LLC
571-970-4853

PETE REYNOLDS

TREE SERVICE
MITCHELL TREE SERVICE
703-675-5530

DAN DERBES

RESTORATION
LIGHTSPEED RESTORATION
571-288-8050

DUANE LANSDOWNE

IT CONSULTANTS
ACCLAMAR, LLC
703-270-1007

ALEX ROSSI

FINANCIAL ADVISOR
FIRST COMMAND FINANCIAL SERVICES
703-658-2943

STEFANO DOHERTY

RESIDENTIAL MORTGAGES
FIRST HOME MORTGAGE
202-805-4667

SEBASTIAN LILLO

BUILDER/GENERAL CONTRACTOR
DURAN CONTRACTING
703-909-6718

BILL SIEWERT

LANDSCAPE SERVICES
OUTDOOR LIFESTYLES LANDSCAPE LLC
703-505-7021

KRISTI FRATTONE

TITLE SERVICES
PRIDE SETTLEMENT AND ESCROW
480-577-9421

TAMMY LOVERDOS

PHOTOGRAPHY
LISTING CREATIVE
202-281-0907

RANDY WOODS

PROPERTY MANAGEMENT
WOODS PROPERTY MANAGEMENT
703-470-0718