LONDON ESTATE PHOTOGRAPHY

Photoshoot Preparedness Guide

Frank typically has 60-minutes to photograph your property, therefore:

- ✓ Properties must be 100% ready to photograph upon Frank's arrival.
- ✓ Due to liability insurance limitations, Frank is not permitted to move personal items.
- ✓ Frank is not permitted to assist with lifting or moving of furniture.
- ✓ Clients can move boxed items from one room to another during the photoshoot.
- ✓ Frank is not a certified interior designer, so please do not ask Frank for his opinion on your staging. There is no right or wrong. Just present a clutter-free property.

Recommendations To Complete Before Your Photographer Arrives.

- Open window draperies & blinds, even on cloudy days. If you have bespoke blinds that you want displayed in the photos, leave them partially drawn.
- To reduce unwanted yellow colours that typically emit from interior lighting, it is recommended to turn off all interior lighting.
- Remove sponges, dish drainers, and dishes from kitchen countertops.
- Reduce the amount of large kitchen appliances to declutter countertops.
- Remove children's drawings & souvenir magnets from refrigerator and cabinets.
- Remove items that might be stored on top of refrigerator and kitchen cabinets.
- Clean stainless-steel appliances, hobs, kitchen sinks and faucets. Fingerprints, smudging & water spots will show in the images.
- Arrange couch pillows and straighten crooked wall photographs.
- Make beds and fluff pillows. Try to hide items stored under the beds.
- Remove clothes' drying racks from view or move during photoshoot.
- Remove bathrobes and clothing hanging on back of doors.
- Remove toothbrushes, toothbrush holders, toothpaste, shaving razors, etc.
- Reduce the quantity of shampoo bottles in shower caddies.
- Clean bathroom mirrors. Toothbrush spittle will show in images. !Important!
- Declutter rooms by removing framed family photos if possible. Frank will blur personal photographs and auto license tags at no additional charge.
- Remove expensive artwork or jewelry that you do not want photographed.
- Reduce the amount of pet and baby toys from view.
- Trim the garden if applicable and arrange garden hoses neatly.
- Remove debris from exterior front of home and pressure wash garden patio if possible. Seasonal leaves are fine. Frank will temporarily remove bins from front of property if bins are not heavy and if it's not raining.

Following these steps will help ensure continuity and quality of your final edited images. And if you have any additional questions and concerns, please contact Frank any time.

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