

PREP LIST

EXTERIOR & CURB APPEAL

1. **CLEAR THE DRIVEWAY:** MOVE ALL VEHICLES, TRAILERS, AND GOLF CARTS AT LEAST TWO HOUSES DOWN.
2. **HIDE THE "UTILITY" ITEMS:** PUT AWAY GARDEN HOSES, SPRINKLERS, TRASH CANS, AND RECYCLING BINS (IDEALLY INSIDE THE GARAGE).
3. **LANDSCAPING:** MOW THE LAWN AND TRIM BUSHES 24-48 HOURS BEFORE. ENSURE NO STRAY TOYS IS ON THE GRASS.
4. **POOL & SPA:** REMOVE COVERS, CLEANING VACUUMS, AND COLORFUL FLOATS. IF SHOOTING AT "TWILIGHT," TURN ON ALL POOL LIGHTS AND WATER FEATURES.

THE INTERIOR "CLEAN SLATE"

1. **LIGHTS ON, FANS OFF:** THIS IS THE #1 RULE. EVERY LAMP AND OVERHEAD LIGHT SHOULD BE ON, BUT CEILING FANS MUST BE COMPLETELY STILL TO AVOID MOTION BLUR.
2. **WINDOW TREATMENTS:** OPEN ALL BLINDS AND CURTAINS. FOR HORIZONTAL BLINDS, TILT THE SLATS FLAT TO LET IN LIGHT WITHOUT SHOWING THE NEIGHBORS' SIDING.
3. **DECLUTTER SURFACES:** CLEAR 90% OF ITEMS OFF KITCHEN AND BATHROOM COUNTERS. HIDE SPONGES, DISH SOAP, TOOTHBRUSHES, AND RAZORS.
4. **DEPERSONALIZE:** REMOVE FAMILY PHOTOS, RELIGIOUS ICONOGRAPHY, AND REFRIGERATOR MAGNETS. YOU WANT THE BUYER TO IMAGINE THEIR LIFE THERE, NOT SEE YOURS.
5. **PET CONTROL:** HIDE FOOD BOWLS, LITTER BOXES, AND PET BEDS. PETS SHOULD BE OFF-SITE OR CRATED IN THE GARAGE DURING THE SHOOT.



ROOM-SPECIFIC "FINE ART" TOUCHES

- **KITCHEN:** LEAVE ONLY ONE OR TWO "LIFESTYLE" ITEMS, LIKE A BOWL OF FRESH FRUIT OR A HIGH-END COFFEE MAKER.
- **BATHROOMS:** TOILET LIDS DOWN. HANG FRESH, MATCHING TOWELS. REMOVE ALL FLOOR MATS TO SHOW OFF THE TILE.
- **BEDROOMS:** MAKE BEDS WITH TIGHT, WRINKLE-FREE LINENS. CLEAR NIGHTSTANDS OF EVERYTHING EXCEPT A LAMP.

SECTION TITLE: THE "FINE ART" FINISHING TOUCH

- **IF THE HOME REQUIRES MORE THAN 15 MINUTES OF DECLUTTERING, SURFACE CLEARING, OR LIGHT FURNITURE ADJUSTMENT, OUR DUO WILL STEP IN TO 'STYLE THE SCENE' FOR A FLAT FEE OF \$75 PER HOUR.** THIS ALLOWS YOU TO FOCUS ON YOUR CLIENTS WHILE WE HANDLE THE FOLLOWING:
- **CLEARING KITCHEN AND BATHROOM COUNTERTOPS.**
- **ADJUSTING LINENS, PILLOWS, AND WINDOW TREATMENTS FOR SYMMETRY.**
- **MOVING SMALL "UTILITY" ITEMS (TRASH CANS, PET BOWLS, HOSES) OUT OF SIGHT.**
- **FINAL "POLISHING" OF THE MAIN LIVING AREAS FOR MAXIMUM IMPACT.**
- **NOTE: THIS SERVICE IS FOR 'LITE' DECLUTTERING ONLY AND DOES NOT INCLUDE DEEP CLEANING OR MOVING HEAVY FURNITURE. IF THE HOME IS NOT READY FOR OUR 'LITE PREP' TEAM, WE MAY RECOMMEND A RESCHEDULE TO PROTECT THE INTEGRITY OF YOUR MARKETING.**

