

By following these instructions, you'll be making the property more presentable and greatly increasing the chance of obtaining high-quality photos for subsequent marketing purposes.

☎ 865 4039
✉ vignir@fasteignaljosmyndun.is
🌐 fasteignaljosmyndun.is

The first step is to determine which areas should be photographed. The most important spaces are commonly the living room, kitchen, bathroom, and master bedroom. Garages and laundry-rooms are seldom photographed, unless they are both tidy and particularly presentable.

It may, in fact, be a good idea to use the laundry-room, storage, or garage to temporarily store things that you'd prefer not to be visible in your photos. If that's not feasible, however, then an alternative solution is to choose a room to use for temporary storage and photograph that space last (after then having removed the aforementioned items).

General Tips

- Carefully consider the lighting. Make sure that natural light enters the rooms by opening curtains and/or shades. Turn on all electric lights.
- Bear in mind that rugs and mats may make a space appear smaller, so it's a good idea to remove them.
- Limit or remove entirely outdoor garments and shoes from the entryway.
- Remove any unnecessary items from the floor, including pet-related accessories, toys, wastebaskets, etc.
- Make sure that all electronic screens and ceiling fans are turned off.
- Try to conceal, if possible, cables that connect electronic equipment or electrical lights.

Kitchen

- Remove items from the refrigerator door(s), including magnets, pictures, and/or memos.
- Remove smaller items from the kitchen counter(s). However, leaving some larger equipment on display, such as a toaster, mixer and/or coffeemaker, is a good idea.
- Remove washing-up liquid, kitchen brushes, drying rack, and rags.
- Remove paper-towels rolls.
- Make sure to wipe clean shiny surfaces, including the oven, stove top, and refrigerator.
- Remove all items from the top of the cupboard(s).
- Make sure to arrange chairs uniformly around the kitchen table.

Bathroom/WC

- Remove all visible products from the cabinets, bath, and shower, such as shampoo bottles, toothbrushes, razors, and hairdryer. It may, however, be a nice touch to leave on display two or three attractive bottles of perfume, a small plant, or candle.
- Make sure to clean mirrors, avoiding smudges.
- Clean the shower glass partition.
- Pull back the shower curtain, if applicable.
- Remove towels from the towel warmer, as well as bathmats.
- Folded towels may be visible on the countertop or towel rack.

Bedroom

- Ideally, the bed should have a cover. If that's unavailable, however, then make sure to use matching bed linen.
- Remove everything from the nightstand(s), except perhaps a single book or lamp.
- Remove visible clothing from hooks and/or racks.
- Take down any items that may be on top of the wardrobe.
- Firmly close all wardrobe and cabinet doors.
- Make sure that all lamps are turned on.

Living Room / Dining Room

- Sometimes removing chairs and/or other items in these areas will make them appear more expansive. The photographer will make such suggestions if this is relevant.
- If there is a fireplace, make sure to start a fire just before the photographer arrives.
- Remove remote controls and turn off the television.
- Arrange the chairs nicely. A good rule of thumb is to never have a chair at the ends of the table, as this appears to close off the space in the photograph.
- Limit the number of pillows. One or two pillows on a sofa should be plenty.

Outdoors

- Tidy up the garden and driveway/entryway. Remove any superfluous items, such as toys, bicycles, and/or gardening tools.
- Make sure that the garden hose is coiled, and the garden furniture neatly arranged.
- During the summer, mow the lawn. If there's snow during the winter, make sure that the pathway to the property has been cleared.
- Move cars and other movable items from the driveway to ensure that the property is fully visible.
- Move outdoor trash cans out of sight if they're loose and visible at the front of the property.