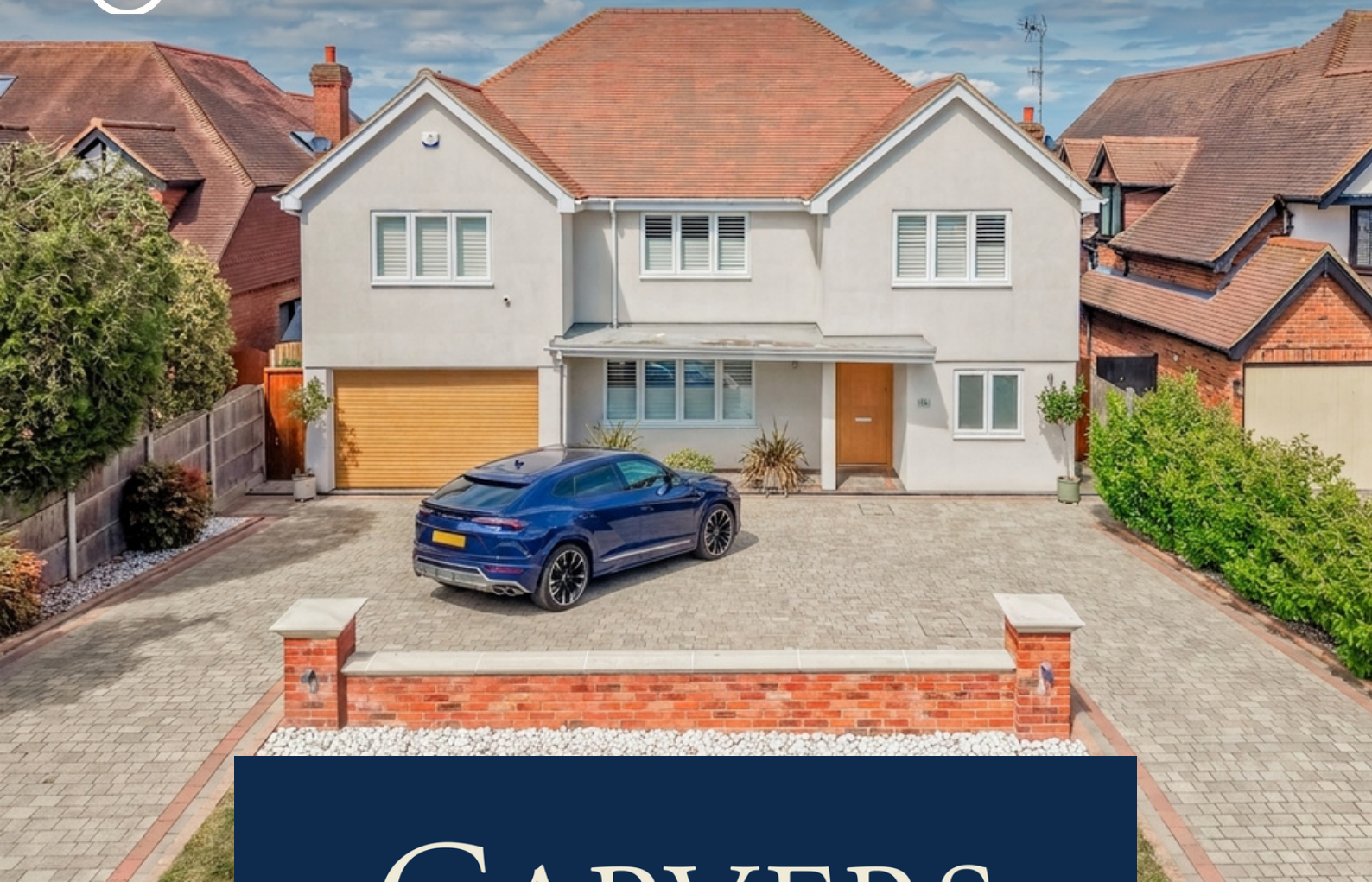




CARVERS

Preparing your home for photos

Photos are the first thing buyers see. A few hours of proper preparation is all it takes to launch your home properly from day one.

Contents

Nine short chapters from getting your head in the right place to the finishing touches. Look out for the **Top tip** on every page.

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Where do I start?

You've made the decision. You're selling, you've chosen us, booked in for photos, and now you're thinking: where do I even start?

Here's the honest bit. The next few weeks matter. Not because your home isn't good enough as it is, but because these photos will be the first thing thousands of buyers see. You only get one chance at a first impression.

This guide tells you exactly how to prepare. It's not about pretending you live in a show home, or keeping things like this forever, nobody could, especially with kids. It's about giving your home proper attention for a short window of time.

Better photos mean more interest. More interest means better offers. Better offers mean a better result for you. That, in short, is the maths.

Don't do everything at once, and don't panic if you can't do it all. Focus on the wins, the things that genuinely make a difference. We'll guide you through what matters most.

Henry Carver

01



Henry Carver - Director

*You're not presenting your home...
You're now presenting a home that
attracts maximum interest.
That's different, and it works.*



TOP TIP

Don't try to do it all in a weekend. Work through it one room at a time, most jobs take a day or two.

**This guide is about how your home needs to look for a short window of time, a few hours, not how you should live.*

Step back and trust your agent

When you step out during the shoot, you're not being kicked out you're being smart. A few hours of space helps everyone get the best result.

02

It's easier for you

You don't want to make small talk while your agent works. Step out, get some space to breathe, and let them get on with it, no pressure, no interruptions.

It's better for the photos

Reflections in windows, someone lingering in the background, moving something at the last second, navigating around you, none of it helps. Space means a cleaner result.

Use the time wisely

Go have that coffee you never get time for. Do the weekly shop. Pop to the high street. Collect that parcel you've been meaning to. Run the errand you've been putting off. Whatever it is... use this time to do it.

✓ TOP TIP

Choosing the right agent means trusting them to do the job. A few hours of space lets us focus fully on the photos, video and final result.

Declutter your space

Life has clutter...every home does. It's natural, it's real. Right now is your perfect excuse to hide it, just for a few hours.

03

01 Grab some boxes

The papers, the dried washing, the ironing you're avoiding, the mystery items in corners, throw it all into a box.

02 Out of sight

Pop the boxes in the car, the garage, the loft or the shed. It doesn't matter where; what matters is out of sight.

03 Clear the surfaces

Declutter work surfaces and sides. Clear the visual noise so buyers can see the space, not your life.

04 Hide the colour

Put away colourful items and remove the small pictures dotted around a room.

05 Depersonalise

Depersonalise, simplify, create space. You're not being fake... you're just tidying.

06 It's only temporary

Everything comes back after the shoot. You're only moving it somewhere else for a few hours.



TOP TIP

When photos are clean and clear, buyers imagine their future there. When they're cluttered, buyers imagine the clearing up they'd have to do first.

Time for a proper clean

Clean homes photograph better. Full stop. Clean doesn't mean obsessive, it means cleaning the things that actually show.

04

01 Windows first

Inside and out. Natural light bounces through clean glass and makes rooms feel bigger and brighter.

02 The front door

The first thing buyers see. Clean the door, the frame and the skirting boards where dust quietly settles.

03 Kitchens

Grease on appliances and fingerprints on cabinets show instantly. Use a good cleaner, then window cleaner on glossy surfaces.

04 Bathrooms

Scrub tiles, mirrors and taps. Shiny, spot-free fixtures make bathrooms feel luxurious.

05 Floors & light-catchers

Floors, carpets and any surface that catches the light, give them proper attention.

06 Clean, not obsessive

Not magazine-clean. Just a good, detailed clean of the bits people actually see.

**TOP TIP**

A clean home feels cared for. And that feeling sells.

First impressions start outside

Your front garden and door are the first things buyers see. Before they even walk in, they're making decisions so make those decisions count.

05

1

Start with the front door

Clean it properly. If the paint's chipped or faded, a fresh coat makes a real difference.

2

Jet wash hard surfaces

Driveway, pathways and patio. One afternoon with a jet wash can take years off the appearance.

3

Tidy the garden

A day or two before, mow the lawn and trim overgrown hedges. Sort the weeds in the flower beds.

4

Fresh planting

Remove dead plants and replace them with fresh ones where you can.

5

Move the cars

Off the driveway. Hide the wheelie bins and any garden clutter.

6

They drive past

Buyers often look at the outside before booking a viewing, so give it the same care as the inside.

**TOP TIP**

Buyers often drive past to look at the outside before they book a viewing. Get it right and they arrive already impressed.

Kitchens & bathrooms

06

These are where buyers look hardest they're scrutinising. Both rooms should feel clean, spacious and cared for. That's the whole job.

✓ Your kitchen

01 Clear the worktops

Remove the toaster, kettle, blender and coffee machine, unless they're genuinely beautiful enough to stay.

02 Empty the sink

Hide the washing-up liquid, sponges and dishcloths. An empty sink matters more than you'd think.

03 Appliances & cabinets

Grease and fingerprints show in photos. Window cleaner on glossy surfaces and stainless steel.

04 Clear the fridge

Remove all the magnets. Tidy any open shelves and put non-essentials away.

✓ Your bathroom

01 Pack it all away

Toiletries, toothbrushes, soaps and shampoo, even the nice ones. They're distracting in photos.

02 The show towels

Bring out the ones you've owned for years and never let anyone use. This is their moment.

03 The small things

Remove toilet brushes, scales and spare rolls. Keep the toilet seat down.

04 Check the seals

Look for mould around shower seals. If the mastic's discoloured, clean or replace it before the shoot.

✓ TOP TIP

An empty sink and a bowl of fresh fruit or a few neatly folded towels add warmth without chaos.

Bedrooms

Bedrooms are where people imagine themselves relaxing. You're creating a blank canvas where buyers can picture their own so make that easy for them.

07

01 Remove the personal

Clothes, books, electronics, chargers and the tangle of cables. Anything that says “this is your bedroom.”

02 Clear bedside tables

Leave only the essentials...maybe a lamp, maybe a book, maybe one small decorative item.

03 The bed is the focal point

Make it properly. Smooth out the wrinkles for a crisp finish, then add a throw or a couple of cushions.

04 Neutralise the space

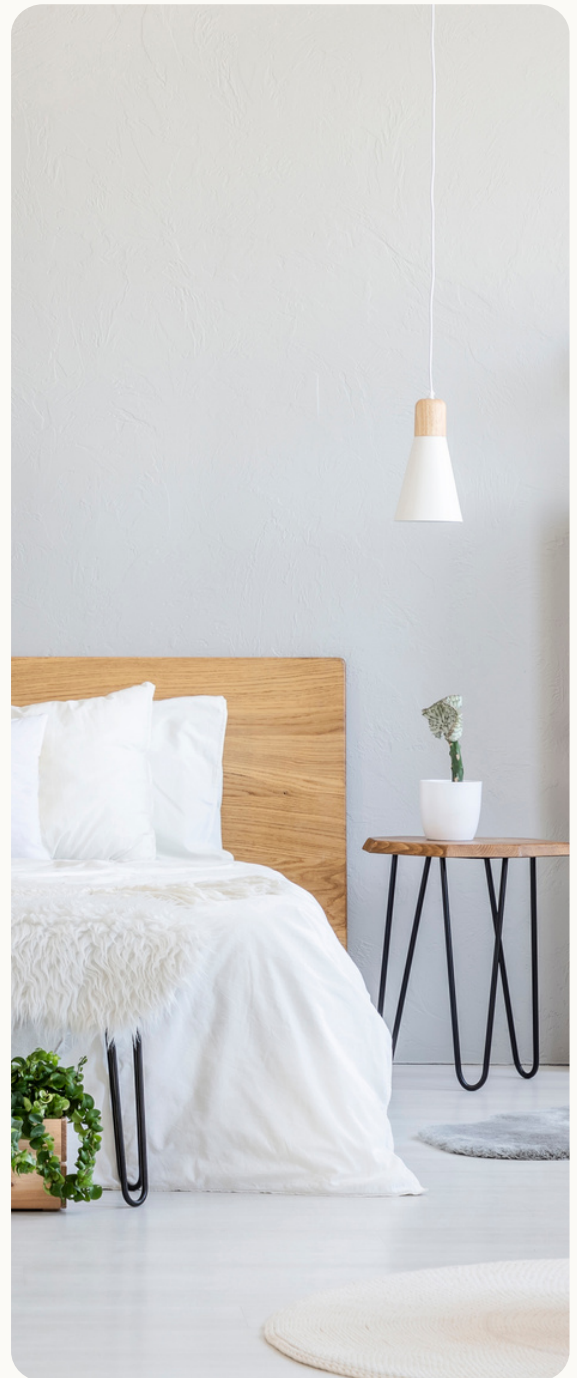
Soft, muted tones balance bold colour and create a calm atmosphere that appeals to everyone.

05 Open it up

If the room feels small, temporarily move furniture to create a sense of space and clear flow.

06 Light & clean surfaces

Soft lamplight adds warmth. Dust-free surfaces, spotless mirrors, nothing visible under the bed.



TOP TIP

The goal is serene, uncluttered and universally appealing, helping buyers see the room as their own personal retreat.

08

Staging & smells

You've decluttered, cleaned and neutralised. Now add just enough personality to make spaces feel inviting, not sterile. This is about intention, not decoration.

01 A bowl of fresh fruit

Lemons or limes on the kitchen worktop draw the eye and add life.

02 Fresh-cut flowers

A vase on the dining table makes a room feel alive and cared for.

03 A few cushions

Colourful cushions on the sofa add energy and interest without clutter.

04 Plants & greenery

Fresh elements suggest a home that's well-maintained and full of life.

05 Less is more

One stunning thing beats five okay things. Choose pieces that complement, not compete.

06 Think about colour

Bold accents lift a neutral room; keep accents subdued in a room that's already colourful.

A word on smells

Every home has a natural smell... that's normal. But a wall of conflicting scents makes buyers assume you're masking something. If you use a plug-in or candle, use one, keep it low, and keep it the same scent throughout.

**TOP TIP**

Less is genuinely more. One stunning thing beats five okay ones. A stylishly staged home helps buyers imagine actually living there.

09

Focus on what matters most

You don't need to do everything perfectly, just the things that make the biggest difference. Here's the whole guide, distilled into the 80% and the 20%.



The 80% = the big wins

01 Declutter

Box it up and get it out of sight.

02 Clean

Focus on the bits people actually see.

03 Get the outside right

Kerb appeal earns the viewing.

04 Let the light work

Clean windows, curtains open, rooms bright.



The 20% = the shine

01 Stage with intention

A few strategic touches, nothing more.

02 Get the smells right

One scent, kept low, throughout.

03 Neutralise bedrooms

A calm, blank canvas.

04 Work room by room

Start with the room that needs the most help.

This is a partnership... You prepare the home, we capture it properly, and buyers see the potential. If you get stuck or something feels overwhelming, reach out. That's what we're here for.

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PROUD MEMBER OF



**Ethical Agent
Network**

A guide to preparing
your home for photos