

SUCCESS IN FSBO PRE PHOTO PREP



CLEAR PATH CONSULTING

HOW TO **OPTIMIZE PHOTOS** FOR
YOUR LISTING

PRE PHOTO PREP GUIDE

(CLEAR PATH CONSULTING — FOR EDUCATIONAL USE ONLY)

DISCLAIMER:

This checklist is provided for educational purposes only as part of the Clear Path Toolkit. You, as the homeowner, are solely responsible for deciding whether or not to use this checklist, in whole or in part. Clear Path Consulting™ does not guarantee any results from following or not following these recommendations. Use of this guide is entirely optional and at your own discretion.

PRINCIPLE: PHOTOS DRIVE DEMAND

Explanation: Buyers don't experience your home in person first, they experience it through photos.

Before they ever step inside, they've already made decisions:

- Whether the home feels clean or cluttered
- Whether the space feels open or tight
- Whether it looks "move-in ready" or like work

Photos don't just show the home, they shape perception.

Small details that feel insignificant in person become amplified in photos.

Clutter looks heavier.

Dark rooms feel smaller.

Inconsistency feels like neglect.

This guide is designed to eliminate those friction points and present the home in its cleanest, simplest, and most appealing form.

Action: Follow this checklist in order. Start with the highest-impact items, then refine.

SECTION 1 — THE "BIG 5" MUST-DO'S

These are the highest-impact items. **Do these FIRST.**

1. Declutter every room (remove items from counters, tables, dressers)
2. Deep clean floors, surfaces, mirrors, and glass
3. Open all blinds & curtains for maximum natural light
4. Replace all burnt-out bulbs & use consistent warm lighting
5. Hide all cords, chargers, trash cans, and personal items

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SECTION 2 — ROOM-BY-ROOM PREP

Kitchen

1. Clear countertops completely (no appliances unless decorative)
2. Remove dish racks, soap bottles, sponges
3. Empty sink; hide towels
4. Clean stainless steel (no fingerprints)
5. Organize open shelves if visible

Living Room / Common Areas

1. Fluff and arrange pillows
2. Smooth blankets; remove excess throws
3. Straighten rugs
4. Remove remotes, gaming systems, wires
5. Hide personal photos if possible
6. Declutter shelves (no overcrowding)

Bedrooms

1. Make beds hotel-style (tight sheets, centered pillows)
2. Clear nightstands
3. Hide laundry baskets
4. Remove clothing piles, shoes, and personal items
5. If closets are photographed: organize or minimalize

Bathrooms

1. Close toilet lids
2. Remove all countertop items (toothbrushes, razors, makeup)
3. Remove shower caddies, loofahs, soaps
4. Use clean, neutral towels only
5. Clean mirrors, faucets, and glass doors
6. Remove bath mats for photos

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SECTION 3 — EXTERIOR PREP

Front Yard / Entry

1. Sweep walkway & porch
2. Remove cars from driveway
3. Mow lawn / edge grass
4. Remove hoses, toys, tools
5. Add simple curb appeal (potted plant optional)

Backyard

1. Arrange patio furniture neatly
2. Remove grill covers, clutter, toys
3. Clean pool (if applicable)
4. Sweep leaves & debris
5. Coil hoses or remove entirely

SECTION 4 — SMALL TOUCHES THAT MATTER

1. Use warm (2700K–3000K) bulbs in all rooms
2. Turn ON every interior light for photos
3. Close all closet doors unless photographing interior
4. Center rugs and furniture for balance
5. Remove pet beds, pet bowls, and litter boxes
6. Remove religious or political items (neutrality = more buyers)

SECTION 5 — THE 10-MINUTE FINAL WALKTHROUGH

Before the photographer starts, do a quick sweep:

1. All lights ON
2. All blinds open
3. Counters clear
4. Trash hidden
5. Toilet lids down
6. Beds perfectly made
7. No personal items visible
8. All doors aligned (slightly open or all closed)
9. Cords tucked away
10. Floors clean and dry

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SECTION 6 — OPTIONAL ENHANCEMENTS (BONUS)

Not required, but they elevate photos:

1. Add a bowl of fresh fruit to the kitchen
2. Add white/neutral bedding
3. Add a simple vase or plant to living room
4. Add fresh hand towels in bathrooms
5. Replace old shower curtains with plain white
6. Add mulch or fresh flowers outside



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