



FOR SELLERS • PHOTO DAY

Photography Prep

first impressions, online.

Most buyers see your home on a screen before they ever walk in.
Here's how to make those photos count.



McAULEY

REAL ESTATE GROUP

ESTD
2016

333 CHARLOTTE ST,
PETERBOROUGH, ON

CALL OR TEXT PATRICK 705.559.6116

OFFICE 705.742.4234

PATRICKMCAULEY.COM

THE ONE THING THAT MATTERS MOST

Declutter. *Then declutter again.*

Clear, open spaces look bigger and brighter on camera. If you only have time for one thing, put away as much as you can. A good rule: if it isn't furniture or a single decorative piece, it probably goes in a box.

Before photo day

- Replace burnt-out bulbs, ideally all the same colour so rooms look consistent.
- Book a deep clean, including windows inside and out.
- Touch up scuffed paint and fix anything visibly broken.
- Mow, edge and weed, or clear snow from the driveway, walks and deck.

Room by room

Throughout

- Remove personal photos, mail, kids' names on walls and anything with your address
- Open blinds and curtains the same way in every room
- Turn on every light and lamp; turn off TVs and ceiling fans
- Hide cords, chargers and remotes
- Remove child-proofing hardware for the day
- Put pet beds, bowls, toys and litter out of sight

Kitchen

- Clear the counters completely, or leave one or two nice items
- Put away small appliances, dish racks, soap and sponges
- Polish stainless steel and the stovetop
- Take everything off the front of the fridge

Bedrooms

- Make beds neatly, with pillows fluffed
- Keep nightstands to a lamp and maybe one book
- Make sure nothing under the bed is visible from the door
- Close closet doors

Bathrooms

- Clear the counters, tub and shower ledges
- Hide toiletries, razors, mats and the plunger
- Hang one or two fresh, matching towels
- Close toilet lids and make everything sparkle

Outside

Out front

- Move cars off the driveway and away from the front of the house
- Put garbage and recycling bins out of sight
- Sweep the walk and porch, or shovel in winter

Yard, deck & water

- Store hoses, tools and toys
- Put cushions on outdoor furniture and open umbrellas
- Take the cover off the hot tub, and tidy the dock and boats

A light touch of staging

Fresh flowers, a bowl of green apples or a folded throw can warm up a room. Keep it simple: a few touches look inviting, too many look staged.

On the day

Plan to be out for the shoot and take pets with you. Our photographer works fastest in an empty house, and you won't end up in a mirror.



McAULEY

REAL ESTATE GROUP

ESTD
2016

333 CHARLOTTE ST,
PETERBOROUGH, ON

Questions? We're a call away.

Honest advice, clear answers, a phone that gets answered.

CALL OR TEXT PATRICK

705.559.6116

OFFICE

705.742.4234

EMAIL

hello@patrickmcauley.com

WEB

patrickmcauley.com

VISIT

333 Charlotte St.
Peterborough, ON K9J 2W1

BOWES & COCKS LIMITED, BROKERAGE · LUXURY PORTFOLIO INTERNATIONAL · LEADING REAL ESTATE COMPANIES OF THE WORLD

McAuley Real Estate Group, Bowes & Cocks Limited, Brokerage. Not intended to solicit buyers or sellers currently under contract. General information only, current as of fall 2026. Programs and rules change; confirm details with your lawyer, lender or accountant.