



## MODEL HOME PHOTOGRAPHY PREPARATIONS

These guidelines will help us showcase your model homes through professional marketing imagery that properly represents your brand, and makes lasting impressions.

### INTERIOR PREPARATIONS

- **CLEANING** - Windows, wood floors, counters and stainless steel surfaces are among the most important items to have cleaned. Dirt or discoloration on these items will show up in photos and can be difficult for us to remove in post-production.
- **LIGHTING** - Ensure that all interior lighting is operational and bulb types and color temperatures are uniform. We recommend Cree brand bulbs, with temperatures of 3000k for most living spaces and up to 5000k for kitchens and baths.
- **STAGING** - Only approved staging items should be visible in common spaces throughout the home. Our staff will conduct a review and remove any Keurig machines, Sonos players and sales materials.
- **FURNITURE** - Furniture should be placed in accordance with corporate-approved layouts. Check for alignment to walls, centering, and for missing pillows or other staging items.
- **ARTWORK** - Any hanging artwork should be installed properly and level. We often have difficulty correcting this as some framed art is anchored in a way that does not allow adjustments.
- **BEDDING** - All sheets and comforters should be smooth and aligned properly. Pillows should be propped up and aligned as well. **We recommend treating wrinkled bedding and drapes with a handheld steamer.**
- **CURTAINS & BLINDS** - Curtains should be straight and uniform with regard to windows. If blinds are present, ensure operation as well as uniform height and all slats turned to

same angle.

- **BLUE TAPE** - Blue marking tape should be removed or minimized.

**Note:** Our staff may remove air fresheners that are visible throughout the home and will place them in a kitchen drawer or cabinet. We also remove all ribbons across toilets and will place them in a bathroom cabinet or drawer.

## EXTERIOR PREPARATIONS

- **SIGNS** - Our staff may elect to remove small signs in front of the home, such as product name or security signage. If large signs are present in the front yard, or at any angle that would prevent photography, have production staff take them down temporarily.
- **HEAVY PLANTERS** - If heavy planters are used to block the driveway, they should be removed or replaced with smaller blockers prior to our photographers arriving. Our staff cannot move heavy planters, and they can present editing issues.
- **LANDSCAPING** - Consider sprucing up landscaping and mulch beds around the front of the home when scheduling photography. If possible, let us know which days the lawn is mowed.
- **FACADE** - Model homes are frequently covered in dust from nearby construction. Consider power washing the home prior to photography, especially if dirt is noticeable. Construction dust can affect color accuracy on siding and trim.
- **CONCRETE/ASPHALT** - Consider power washing all concrete or asphalt surfaces. These areas in front of a model home are often discolored due to dirt and clay.
- **SPRINKLERS** - Any sprinklers or hoses visible in the front area of the home, should be removed prior to photography taking place.
- **LIGHTING** - Ensure that all exterior lighting is operational, to include porch lights, garage lights, and low-voltage landscape lighting.
- **FURNITURE** - If outdoor furniture is staged on the front porch, rear deck, or patio areas, ensure that it is properly placed and that all accessories, such as cushions, are present.

**Note:** Our staff may remove signs while on-site. We always try to replace any signs that have been taken down for photography. In rare cases, the signs may be left disassembled for your production staff to re-install.