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One appointment
One contact
for everything

Object&co

THE PERFECT
HOME PRESENTATION



INTRODUCTION

Over the years, we have collected lots of handy tips to prepare your home for the visit of our photographer. We put all these tips together in this brochure.

Follow the tips to get the best looking photos of your home.
Off course it is nearly impossible to complete all jobs we propose.
Consider the tips as guidelines rather than strict rules.

WHAT DO POTENTIAL BUYERS WANT?

It is important to carefully consider how to present your home.
Potential buyers need to be able to envision themselves in their new home.
By tidying up carefully, you are showing future owners that there is enough space for them.

QUESTIONS?

If you have any more questions please contact your photographer or send us a mail directly at info@objectenco.nl. We'd be happy to help!

ABOUT OBJECT&CO

Object&co is a real estate media agency. We supply all kinds of media to estate agents and parties involved with property. Thanks to the many professionals with whom we collaborate, we are able to deliver the highest-quality still images, videos and very accurate measurement reports.

For further information, go to: www.objectenco.nl



GENERAL

- ☑ Tidy up carefully! Remove any small items you might have lying around.
- ☑ Create a sense of calm, do not overfill tables or other surfaces or spaces.
- ☑ A clean and tidy space will leave viewers with a better impression of your home.
- ☑ Flowers, plants and some fresh brightly coloured fruit are always a good idea.
- ☑ Remove any personal items, such as family photos.
- ☑ We recommend keeping valuable items out of sight; after all, we don't know who might be watching.
- ☑ If you have ash trays or cigarette lighters on the table, remove these from sight too.
- ☑ Move items that could come across as negative to other people, such as a gun collection, from sight.
- ☑ Items that you do not want to be seen in the photos are best stored in the attic or behind the knee walls.
- ☑ If you are lacking storage space in your home, consider renting a temporary storage space.
- ☑ Place items that you have been unable to tidy up in crates that can easily be moved during the photo shoot.
- ☑ Report things that are easily overlooked, such as a garage or a plot of land, to the photographer.
- ☑ If there is a nice park or playground nearby the house, please notify the photographer.

4 - GENERAL, FRONT & HALL



GENERAL

- ☑ Pets should not be included in the photo, as not everyone is a fan of pets.
- ☑ It is best to remove your pets from the house during the photo session.
- ☑ As well as the animals, the feeding bowls, litter tray, dog lead, scratching post and bench should also be removed from the house.
- ☑ Lights in the house should generally be switched off.
- ☑ Clean tarnished driveways and sidewalks surrounding the building.

FRONT

- ☑ Do not place cars, bicycles, rubbish containers etc. visibly next to the house.
- ☑ It is a good idea to park your car by the door to show the parking space.
- ☑ Our advice is: shutters up, windows closed or slightly open and curtains open.
- ☑ Ask your neighbours whether they can empty their garden and open the curtains.

HALL

- ☑ Only leave a few neutral coats hanging on the coat rack.
- ☑ Remove loose objects, such as shoes and slippers, from the floor.



LIVING ROOM

- ☑ Create a calm, minimalist living room.
- ☑ The curtains must be open, including the net curtains.
- ☑ Remove all personal items.
- ☑ Put a beautiful bunch of flowers on the dining or living room table.
- ☑ Clear away any remote controls, chargers for tablets and smartphones, loose cables etc.
- ☑ Remove highchair and playpen and put them out of sight.
- ☑ Place the dining chairs perpendicular to the table and fluff up the sofa cushions.
- ☑ Remove newspapers, magazines, TV guides and estate agents' folders.

KITCHEN

- ☑ The kitchen must be and look clean.
- ☑ Make sure that viewers think: "There is plenty of worktops where I can prepare a delicious meal!"
- ☑ Hide the cables of electronic equipment such as a food processor.



6 - BATHROOM, REAR & GARDEN



BATHROOM

- ☑ Make sure that the bathroom and/or toilet is fresh and clean.
- ☑ Are the adhesive edges mouldy? If so, use a mould cleaner that bleaches too.
- ☑ Polish taps and the like just as thoroughly using a limescale cleaner, for example.
- ☑ Are the hand towels visible? If so, roll them up neatly or fold them very flat.
- ☑ Only leave a few accessories in the bathroom.

REAR & GARDEN

- ☑ Remove the children's toys, the rubbish containers and the hose reel.
- ☑ We recommend hosing down the patio and sweeping up.
- ☑ Place cushions on the garden chairs unless it rains very heavily.
- ☑ A well-maintained awning can definitely be unfolded in good weather.





FREQUENTLY ASKED QUESTIONS

How long will the photography take?

That depends on the size of the property and whether any filming will take place as well. We estimate around one-and-a-half to two-and-a-half hours on average, including the time taken to measure the house.

Do I need to do anything else before my home is measured?

The photographer is also the person who takes the measurements, so a single visit is all that's required. You don't need to do anything else prior to the measurements being taken.

Where should I go when photos are being taken?

You do not need to be present during the photo shoot. If it is OK with you, we can also collect the key from the estate agent or the neighbours. You may also ask someone else to stay at home on your behalf if you wish. If you do decide to stay at home, you must stay out of sight. Do not stand by the window when the photographer is taking pictures outside. A good solution is often to go to the first floor when the photographer is working outside and on the ground floor. Then swap places. The photographer will also tell you what works best.

Bad weather is forecast. What happens now?

The indoor part of the task will still be carried out. The weather is rarely so bad that it will be impossible to photograph the outside of the home, but if this does happen, we will happily come back again another day.

A property video is being made of my home. Is there anything else I need to pay attention to?

On the whole, for a property video, you can follow the same tips as for property photography. Makes sure that your house looks clean and tidy.

Will everything be photographed and filmed?

No! We don't generally do built-in wardrobes, storage spaces, sheds and garages. If you do want these spaces to be included, please notify the photographer and make sure that the space has been prepared.

Where can I go for styling advice?

For styling, please visit our sales stylists. This is not the role of the photographer, but he/she will be able to give small tips as to how best to present your home.

What is the role of the photographer?

In addition to being a photographer, our professionals are also videographers and take measurements. Cleaning and tidying the home are not within their remit, but they are happy to help when it comes to solving minor problems in order to add the finishing touch.



Object&co

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If you want to work alongside our professionals,
we are always on the lookout for new employees!

www.objectenco.nl/vacatures