



Preparation Guide

Get the Most out of Your Real Estate
Photography & Video Tours



Sheridale
Productions



Whether your home is for sale by owner or you are a real estate agent selling a property, preparing and staging a house makes it feel like a home and is guaranteed to attract potential buyers.

Correct staging of a home will not only result in better real estate photography and video tours, but is also effective for open houses and showings to potential home buyers.

Read through this handy Preparation Guide to capitalize on our property services.



1



DE-CLUTTER

- Remove any personal memorabilia such as family photos or knick-knacks around the home – these items make it harder for viewers to imagine the property as their own home.
- Clean windows, dust surfaces, vacuum and mop floors
- Empty the Bins in every room
- If possible, keep the large bins by the front of the property out-of-sight
- **HANDY TIP:** Very rarely do we shoot inside the garage (unless it's specifically requested), so this would be a good place to put bin bags, large bins and other items that you do not wish to be present in the home during the shoot.



STAGING

2

- Plump up all the pillows
- Make all the beds (ensuring the bed covers are clean and crease-free)
- Arrange chairs neatly around the Dining Table / Kitchen Island
- **HANDY TIP:** Freshen up the space with a bowl of fresh fruit or flowers
- Tastefully add a little bit of colour that accents well with the rest of the house
 - just remember to keep it simple
- Use **symmetry** and **repetition** in staging your home (*studies show that our brains subconsciously find symmetrical designs not only to be aesthetically pleasing, but also very calming*)
- Remove your car from the driveway – park down the street if possible
- Mow the lawn
- Sweep or clean the driveway and patio

3



BEFORE WE ARRIVE

- Open the curtains and blinds
- Turn on the ceiling fans
- Make sure all the lights are on, including lamps
- Turn off the TV(s)

Adding light and “movement” to a home will make it seem even-more open and inviting for potential buyers. Paired with our cinematically-elegant shooting style for video, your property will be sure to give your prospective clients the “Wow!” Factor.

FAQs

We look forward to working with you. You will soon discover the power of our **luxury property video tours** which will assuredly help you extend your brand, market yourself and your real estate listings. Here are a few common questions we get that may answer any uncertainties:

Why do I need to move/remove certain items from the property before you shoot?

Although our full-time job is shooting awesome real estate videos, we unfortunately are not home stagers, decorators or home cleaners. Your listing should be video-ready when we arrive. Due to the potential liability of damaging furniture, flooring, walls, décor etc. we cannot move furniture, exercise equipment, kitchen appliances etc. We also cannot move personal hygiene products (e.g. toothbrush, toothpaste, perfume/aftershave, shaving cream, razors, bath towels... you get the idea!) So please ensure you have removed all personal hygiene items from bathroom counters, showers and/or bathtubs before we arrive.

Why do I need to turn on lights & electrical appliances before you arrive?

We request all lights be on inside and outside the property. Please verify all bulbs work and whenever possible we recommend "soft white" bulbs, as opposed to "cold" bulbs that can appear blue. We also like all ceiling fans on. We request this for two reasons, 1) to create movement and add life to the home, and 2) to clearly showcase this is a video – not a slideshow – which a lot of your competitors are still using. If the property has a fireplace(s) we request they be on in advance to burn off condensation. Fire-pits or outside fireplaces on too please. We want potential buyers to envision living in this property, so if it lights up or creates movement – on please! *(Except for TVs... oh and sprinklers as well... thanks!)*

How will you Access the Property – Do I Have to Be There?

Under regular circumstances, we will arrive at the property for the arranged time slot and meet you there. We then (hope!) you'll let us in so we can start creating some spectacular content for you. Alternatively, you may leave an access key in a safe location for us and we'll return it to the same spot as soon as we're done. (REMEMBER: We do not have lockbox access, and please provide with any access codes if necessary).

I'm very busy – how can I schedule an appointment with you?

Whenever possible, please fill out our Booking Form on our website when scheduling (www.sheridaleproductions.co.uk/real-estate-booking-form). We understand real estate moves fast so don't hesitate to contact us on **0115 855 0957** if you are in a bind and need an immediate date and time. Appointments are booked on a first call/first served basis. We generally book out 7-10 days in advance, so to ensure the date/time you prefer please plan on notifying us at least 7 days in advance.

FAQ continued on next page



FAQs

continued

Are you Insured?

Yes, we hold Public Liability Insurance for up to £5 million that covers bodily injury as well as property damage.

When do I get the video?

Our turnaround time for having your video ready for delivery is 48 hours. It's almost always sooner, sometimes within 24 hours! However, due to the occasional challenge with technology and our hefty workload at the time, we may require the entire 48 hours to be sure we deliver you the best video possible. Photos have a turnaround time within 24 hours and are generally much quicker to complete from shoot to delivery.

What happens if I need to reschedule?

We understand how unpredictable the real estate industry is and that things can change in an instant. However, we respectfully ask for 24-hour notice (at the very least) to cancel or reschedule shoots. Within the 24-hour window, a cancellation fee of £45 will be assessed. If we arrive at the property at the arranged time slot to find the shoot is cancelled (*or we are denied access to the property*), the remaining 50% of the quoted shoot amount will be assessed. However, we do not foresee any reason to assess any fees as communication between you and us will be consistent and ongoing.

What happens if the weather is bad?

We live in the UK, so it's not so surprising to come across days where the weather is less than adequate. Shoots will continue as normal as long as there is not a storm, heavy rain, dust or dark clouds. If rain/dust is present, to respect the seller's time/commitment to preparing for the video, we can shoot the interior of the property then return at the earliest day possible for exterior shots (also intros and outros if included). Another option to consider is rescheduling the entire shoot to the next available appointment. (*No rescheduling fees will be assessed for inclement weather*).

Why can't I book you for my Preferred Date/Time?

Videography, much like Real Estate is not a Monday – Friday, 9-5 job (at least not for us). We work all hours including weekends and most holidays (except for Christmas & New Year) and collaborate with many other people and businesses across a variety of different projects – each requiring their own dedicated time and devotion. However, we make every effort to keep our availability to an optimum level to provide you with the most flexibility. If we are unable to fulfil your requested date/time, we will always do our absolute best to make ends meet.

We trust that you will recognise and enjoy the benefits of applying video to your marketing arsenal! As you know, video is very important as over 90% of consumers head online to view homes. In addition, research shows, homes and properties with video receive over 400% more enquiries than those without. **We look forward to bringing your next listing to life!**




You're All Set!

Now that everything is correctly-staged, we're ready to shoot your property!

It's time to take your property marketing to the
NEXT LEVEL

0115 855 0957

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