

HOME STAGING: HOMEOWNER CHECKLIST

TurnKey provides a luxury hotel experience with the comforts of home, and great photos are a key factor in the success of a listing. Please refer to the following staging tips when preparing your home for a photoshoot to maximize your listing appeal.

Interior Staging

LIVING AREA

- Put away remote controls, newspapers, and mail. Display reading materials neatly.
- Cords and tissue boxes should be tucked away.
- Fluff throw pillows, and arrange sofa cushions nicely.

KITCHEN AND DINING AREA

- Dishes and cleaning supplies should not be visible and put away.
- Remove trash cans from sight.
- Clear refrigerator of postcards, magnets, and personal effects.
- Clear counter clutter of everything but the essentials you wish to display, and tuck cords out of sight.
- In formal dining areas, a set table can add to listing appeal.

BEDROOMS

- Beds crisply made, with linens smooth and pillows neatly arranged.
- Bedskirts tidy and evenly hung.
- Nightstands clear of remotes, tissues, and non-essentials.

BATHROOMS

- Clear away all personal items, leaving only the essentials that will be available to guests.
- Clean towels folded or hung nicely, in matching colors.
- Hide toilet brush and cleaning supplies.
- Make sure toilet paper is on the roll.
- Mold and mildew stains should be deep cleaned/bleached.

GENERAL INTERIOR TIPS

- Ensure all light fixtures/bulbs are in working order. Replace burned out bulbs.
- Clear away as much clutter, trinkets, and personal items as possible.
- Ensure all reflective surfaces are free of smudges (stainless appliances, mirrors and windows) and sweep or vacuum the floors.
- Avoid displaying seasonal decor that will not represent your home well year-round (e.g. pumpkins on the front deck, Christmas tree or wreath on the front door).

Exterior Staging

- Lawn freshly mowed, landscaping tidy, leaves raked, patios and decks swept of debris.
- Snow shoveled from driveway, cleared from deck/patio/entryways.
- Open patio umbrellas and add cushions to outdoor furniture.
- Remove covers from grill/hot tub/pool and hide them from view.
- If there is a pool, remove pool vacuum, skimming nets, and any other maintenance accessories from view.
- Gardening tools, hoses, and maintenance equipment should be hidden out of view.
- Hide garbage cans/pails.
- Do not park your car in the driveway or in front of the home when exterior images are scheduled to be photographed.