



sarahslaterphotography.com  
sarahslaterphotography@gmail.com

# How to make your home ready



## *iGuide Technology, what is it?*

The Internet has completely transformed how we decide what to buy, especially when buying a home. Today's society is very visual, people today document their lives on Instagram, fantasize about home renovations on Pinterest, and surf social media day and night.

iGuide, a cutting edge online marketing product developed in 2013, meets today's buyer expectations. This online virtual tour tool for digital house hunters presents three-dimensional views integrated with floor plans and room measurements, using enhanced 360-degree navigation. This new technology is an all-in-one listing solution that delivers an outcome that previously required multiple products. iGuide has raised the bar on how real estate professionals can engage today's buyers.

## *Picture Perfect*

The first impressions home buyers will have of the home you are selling will be from the listing photos, so let's make sure they are good! Potential buyers want to look at photos of a clean, spacious and light-filled house. The most important point to remember about staging your home for iGuide is; if you don't want it in the photo, make sure it is out of sight!

### *1-Take the home out of your house*

One of the most important things to do before photographing your house is to de-personalize it. This includes family photos, memorabilia collections, religious décor, and personal keepsakes.

### *2-Clear out the clutter*

Banish that pile of shoes from the entry, that stack of mail from the kitchen table, hide the knick-knacks and the toys. Unless there is a designated area used as a playroom, kids toys need to be hidden, neatly. This also goes for toys for all-ages, like art supplies, video game consoles, and sentimental statues on shelves.

### *3-Clear Off Counter-Tops*

Maybe you normally keep the toaster, the coffee maker, the mix master and the blender on the counter, however if you can stash these types of things away, you will instantly make the counter space look larger, and to most people, that is a major kitchen plus. Also, put the bread and bananas in the cupboard, take the magnets off the fridge as well to make your kitchen look more clean.

### *4-Lower the toilet lid!*

When it comes to both showing and photographing your home, this little trick can make a surprising difference.

### *5-Turn on Lights*

When photographing and showing your home, turn on all of the lights. Lighting makes a room feel more inviting. Make sure all bulbs are working, exposed wiring is concealed, table and floor lamps working properly.

### *6-Conceal the critters*

Friendly pets roaming around can make it difficult for the photographer to exclude them in the photos. Pet areas should be clean and organized.

### *7-Open the Doors*

In photos, open doors expand the idea of space and it helps the buyer understand the layout of the house.

