Getting your home ready to sell

Most buyers see your home for the first time on a phone, as a small photo in a list of other homes. That photo decides whether they tap through or keep scrolling. Good media gives them a reason to stop, and a reason to book a viewing.

Why each part is worth it

Professional photos

The first photo is your shop window. Proper lighting, straight lines and true colour make rooms look as good as they feel in person. Phone photos make rooms look smaller and darker than they are.

Drone photos

Show the whole section, the boundaries and what's around you: the beach, the bush, the views. Up here, the setting is often half of what a buyer is paying for.

Property video

Shows how the house flows from room to room, and how the light moves through it. Buyers get a feel for living there that still photos can't give.

Matterport 3D tour

Lets buyers walk through every room online, in their own time. Great for buyers who live out of town or overseas. The people who book a viewing already know the layout works for them.

Golden hour

We come back at sunset and reshoot the outside. Warm light and lit-up windows make a home feel welcoming, and these shots stand out in a list of daytime photos.

Virtual staging

Empty rooms are hard to picture. We can furnish them in the photos so buyers see a bedroom or a lounge, not bare floorboards. Every staged photo is clearly marked.

How it works

1
Book
Through your agent, or direct with us.

2
Prep
Work through the checklist on the next page.

3
Shoot
Photos take about an hour. Video takes longer.

4
Delivered
Edited photos within 24 hours.

> **Selling through an agent?** Ask them which package suits your home. **Selling privately?** Book us direct at northswellmedia.co.nz and we'll recommend what fits.

Who's shooting it: Sean Panther, North Swell Media. Based in Ahipara, shooting across the Far North. Sean plans and shoots every job himself, so you get the same eye and the same standard every time. Photos are delivered within 24 hours.

Before we arrive

The camera sees everything. An hour of prep the day before makes a bigger difference than any edit. Tick these off and your home will look its best.

OUTSIDE

- [ ] Mow the lawns and edge the paths the day before
- [ ] Move cars off the driveway and away from the front of the house
- [ ] Put bins, hoses, tools and toys out of sight
- [ ] Sweep decks, paths and the front door area
- [ ] Set out outdoor furniture with cushions on
- [ ] Close the garage door
- [ ] Pool or spa clean, cover off

EVERY ROOM

- [ ] Every light on, and blown bulbs replaced
- [ ] Curtains and blinds open, all to the same height
- [ ] Windows and glass doors cleaned
- [ ] TVs, heat pumps and ceiling fans off
- [ ] Personal photos, mail and paperwork put away
- [ ] Anything showing names, addresses or kids' schools hidden
- [ ] Cords and chargers out of sight

KITCHEN

- [ ] Benches cleared, leaving two or three nice items
- [ ] Fridge door cleared of magnets and notes
- [ ] Dish rack, tea towels and sponges away
- [ ] Sink empty

BATHROOMS

- [ ] Toilet lids down
- [ ] Products off the vanity, bath and shower
- [ ] Fresh towels folded, or removed
- [ ] Bath mats and toilet mats away

BEDROOMS & LIVING

- [ ] Beds made and smoothed flat
- [ ] Bedside tables cleared
- [ ] Wardrobe doors closed
- [ ] Cushions plumped, throws folded
- [ ] Remotes, games and clutter put away

ON THE DAY

- [ ] Pets out of the house, or in one spot we can avoid
- [ ] Plan to be out of the way while we shoot. We'll work around you if you're home
- [ ] Let us know about anything you don't want photographed

BOOKED A 3D TOUR?

- [ ] Every interior door open
- [ ] Floors clear of bags, shoes and toys
- [ ] Mirrors and glass wiped
- [ ] Stay out of the rooms while we scan. The camera sees all the way around

Don't stress about perfect. Get the big things right and we'll take care of the small stuff on the day. Questions before the shoot? Call Sean on +64 274 299 032.