

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Dear [Client Name],

It was a pleasure meeting with you to discuss the upcoming sale of your property at [Property Address]. To ensure we capture the best possible photography and appeal to the widest range of potential buyers, I have outlined a strategy for decluttering and depersonalizing your home.

1. Depersonalize to Create a Neutral Canvas

The goal is to allow buyers to envision themselves living in the space. Please remove:

- Family photographs and personal portraits.
- Children's artwork and refrigerator magnets.
- Trophies, collectibles, and highly specific hobby items.
- Religious or political decor.

2. Declutter to Maximize Space

Excess items can make rooms feel smaller. I recommend the following:

- **Kitchen:** Clear all countertops. Store small appliances (toasters, blenders) out of sight.
- **Closets:** Thin out clothing by 50% to show off storage capacity. Clear the floor space inside closets.
- **Furniture:** Remove oversized or unnecessary furniture pieces to improve the flow of traffic.
- **Bookshelves:** Remove about one-third of the books and decor to create "white space."

3. Deep Cleaning and Touch-ups

Once the items are removed, focus on:

- Cleaning windows to let in maximum natural light.
- Scrubbing baseboards and removing scuff marks from walls.
- Ensuring all light bulbs are working and are of the same color temperature.

4. Storage Solutions

If possible, I suggest renting a small storage unit for the duration of the listing period. This prevents the garage or basement from becoming a "catch-all" for boxes, which can distract buyers from the home's features.

Following these steps will significantly impact our marketing efforts and help us achieve the best possible price for your home. I will follow up with you on [Date] to check on your progress and schedule the professional photographer.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

[Your Phone Number]