

Anne Kenney Associates

A View from the Stage:
More Tips to Enhance your Online Photos



Engage more buyers in NYC's competitive RE market

This week, we're focusing on the season's FLORALS. It's pretty standard to show up to your listing's photo shoot with florals in hand. Let's up the game with more strategic thinking about which florals to select, where to place, and how to arrange in order to make online photos of your rooms more inviting to buyers.

Flowers automatically...

- Add life, energy and movement to any room.
- Import more texture into any room. A more sophisticated, layered presentation.
- Introduce more color to draw buyers in.
- Evoke an emotional response and engage buyers on a visceral level.

And you needn't spend a fortune. Unless you're launching a \$20 million+ penthouse property, skip the formal florist and head for the local green grocer, Trader Joe's, or Whole Foods.

Here are **NINE fail safe spring florals** to **energize your listing's online photos**:

These are the classics- steady, broadly appealing, always effective.



Tulips- Who doesn't love the energy, color and cheer that tulips inspire? Buy tulips a few days in advance to allow closed buds to open.

Hydrangea- Elegant and luxurious. A word of caution. These arrangements do not last long. Use on the same day as your shoot. Consider adding McCormick "Alum" powder to the water to sustain these. You'll find this in spice aisle of the grocery store.





Orchids- Sophisticated. Elegant. Fail safe for any environment



Roses- Tall, romantic and elegant.
Or cut lower for nightstand or
bathroom arrangements

And here are a number of less obvious choices.

Peonies- Lush and romantic.
Abundant during this season.
Whites, pinks, deep purples.



Calla Lily—Tall, dramatic. Available in many colors- white, yellow, purple. Or cut stems lower and place in a round glass fish bowl for dining tables, coffee tables, bathrooms or nightstands.



Gerbera Daisies- happy, bright, youthful. These come in wonderfully bold colors- orange, red, pink. Great for a color pop on kitchen counters or for smaller dining tables in more casual settings.



Tall flowering branches- Dramatic, grand. These can add a sense of grandeur to any property. Great for foyers; window sills (kitchen), long cabinets, areas that can handle the size and scope of such arrangements



Large green leaves, such as Monstera leaves- Wonderfully dramatic. A great option vs. bringing in live plants or trees.

Tools (and Tips) of the Trade

Want your florals to last from photos to first OH? Read here:

- Clippers, scissors or a sharp knife.
 - Always cut stems- diagonally- before placing in lukewarm water.
 - Remove ALL leaves/foilage below the water line. Leaves produce bacteria and shorten floral life.
 - Fill vases only 1/3 full and change water every 2-3 days.

- Vases--Invest in a few different sizes of clear glass containers. You'll use them again and again.
 - Tall and medium rectangular or round.
 - Small and medium fish bowl.

- Floral food- packets*; or a few aspirin; or 1 tsp sugar/2 drops bleach.
 - *Florla Life Crystal Clear Flower Food Packets amazon.com
- Crowning Glory Floral Spray*- A florist's secret for greatly extending the life of flowers. *amazon.com

***Want help maximizing your listing's online photos? We are available to style your photo shoots for ideal presentation to buyers. For more information, visit us at:
www.annekenneyassociates.com***



About Anne Kenney Associates

One of the original staging firms in NYC, we are rooted in a value-driven, highly personal approach. At AKA, we offer a full gamut of staging services from Photoshoot styling and DIY staging consultations, to comprehensive staging for Estate, Furnished, and Vacant properties. Our resources run deep- from contractors to landscapers to feng shui consultants. We are known for "breathing life" into vacant spaces and resuscitating furnished ones. Our installations engage buyers and often break property sale's records. We welcome new challenges and the opportunity to serve new clients.