

# Anne Kenney Associates

A View from the Stage:

COLOR Tips to Enhance your Listing Photos

*Engage more buyers in NYC's competitive market*



When we are called upon to style a furnished property that “just needs some tweaking” for best online photos, our agents generally have one of two requests. “Help, the property is dull. It needs some color!” Or “S.O.S, the property is over-the-top, it needs toning down!”

Online photos are today's buyers' first stop in their journey to find their next home. **Color** is a critical element for attracting them to your listing photos in order to get an immediate and enthusiastic response. When considering colors for online photos, the questions one must consider are – How much color? Where to place color? And of course, what colors?

The first step is to determine the property's current color palette. This includes an assessment of the:

- Wall colors
- Floor colors
- Main interior finishes throughout -tiles, doors, cabinets
- Textiles- furniture upholstery, accent pillows, window treatments, bedding, towels
- Rugs
- Art
- Decorative accessories

You'll want to **use the property's current color palette** as your jumping off point. Decide what **one or two** accent colors to use in the setting that will add some interest and excitement. Use different hues of these colors as you plan additional items to acquire for the shoot. Make sure these colors translate in some manner to other rooms in the property, otherwise the overall design will seem disjointed.

**If a property is perceived as “dull”,** this usually means the decor is far too monochromatic, lacking in pattern as well as color. Too much white, beige, gray, greige, or brown. This is often the easiest color challenge to fix!

Consider the current interior style (contemporary, traditional, transitional) and color palette as you add:

- A few colorful accent pillows or a throw. Place pillows and throws strategically on couches, accent chairs or beds.
- Patterned pillows or throws will add another element of movement to any interior.



- A colorful "statement" platter or bowl on the coffee or dining table is a great way to bring in some vibrancy.



- A large brightly colored coffee table book (or low stack) is another easy color fix.



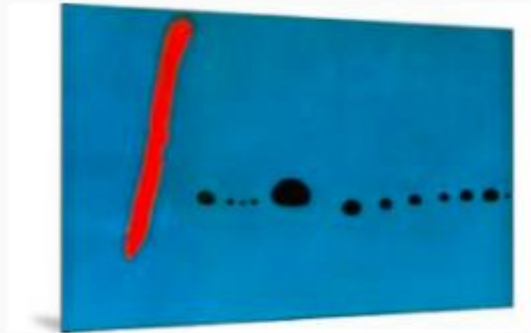
- Seasonal florals appropriate for the property style is one of the quickest fixes for adding a pop of color. Sunflowers or tulips (more casual), roses or orchids (more elegant)--(note: see our recent newsletter about florals)



- A bowl of colorful fruit on the dining table or kitchen counter.



- A large, colorful piece of art over the couch. You might consider virtually staging one (of course, this won't help with in person showings, but it does wonders in photos). You can decide how much more movement you need in the room and select art accordingly.



If a property has **too much color**, stand at the doorway of each room and figure out where you can simplify. Is the excess color in textile patterns throughout? On walls? In art? This challenge has more to do with what you can **remove/pare down** to calm the space rather than what you can add.



For example, what would you want to eliminate in this room for best photos?

- Excess decorative items in the room on surfaces.
- Rugs that draw the eye down or cut the space due to a bold color or pattern.
- Excess art on the walls. Even remove some art just for photos.
- Extra accent chairs in the major rooms that have bold patterns or color. Consider acquiring simple, neutral hued (ready made) slip covers.
- Excess pillows on furniture or beds.

In preparation for the shoot, get to the property early and eliminate these excess items until the rooms feel calm again. Place these excess in rooms you're not shooting, closets or in the hallways. Hopefully, your sellers will heed the transformation and eliminate the excess items altogether when it comes time to show the property to potential buyers.

**Of course, we would hope that your sellers professionally stage their properties before they are photographed and listed.** Staging prior to listing will allow for property challenges to be addressed in a more comprehensive and strategic manner. Staged photos always provide your listings with a competitive edge, the first step to an offer.

**Our staging team is here to help at any point in your sales process! We'd love to help you get your properties staged and photo ready!**