



How to Stage & Photograph Your Short-Term Rental

Want a full booking calendar for your rental? You need to tell the story of the experience renters will have. How? Read on!



STAGED RYTE
— STAGING DONE RIGHT —

**We Know How Staging +
Fabulous Photos =
Full Rental Calendars**



Good photography of a well-staged rental tells a story that excites & engages potential renters. Your photos should elicit emotion and invite travelers to the experience of your property. And spur them to take action: to *click* to learn more.



Good photography
PLUS a cohesive rental
experience lead to five-
star reviews and repeat
customers. That's what
you want.



We understand what you need.

We're home staging pros AND we own short term rental spaces. From one host to another, here are a few tips to show your rental in its best possible light through staging for photos that match renters' dream experiences.

Clean It... It Makes a Difference

Cleanliness is the most important core value a host offers. Short-term rentals should be cleaner than a nearby hotel room. Photos should reflect the renter's actual experience.

These are deal breakers:

- Dingy walls and curtains
- Stained counters
- Dirty carpets
- Dusty floors
- Finger-printed windows & mirrors



Stage & Photograph These Spaces...

1. Living room
2. Kitchen
3. Primary bedroom
4. Outdoor beauty
5. Special and unique spaces
6. The view out the window

Focus on these areas to bump up your bookings! Remember, you're creating an experience not just a place.



Stage to reflect the experience your guests expect to enjoy

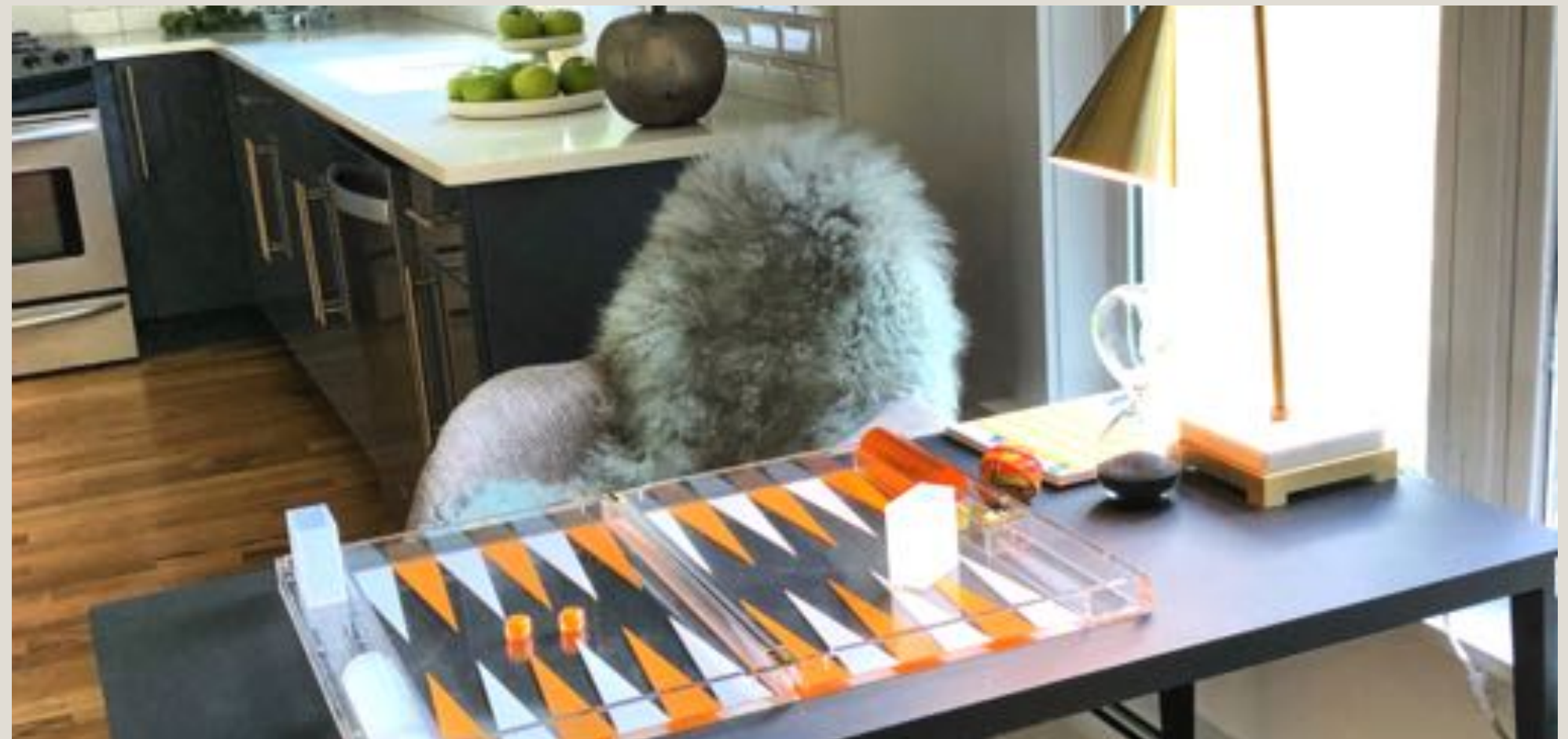
Whether metro or country, renters want rentals that offer them the best experience - value - for what they can pay. Can they envision that experience in your space?

Lakeside cottage rental?

- Big fluffy towels
- Puzzles and games
- Deck chairs, and books
- The view!

Metro?

- Elegant comfort
- Beautiful pillows
- Furry throws
- Beautiful artwork
- The view!



What Kind of Renter Wants Your Space?

Think about that person, group or family. The photos should speak directly to them. Near a family-oriented lake community? The decor and photos should...

- Be clutter-free so the renters can focus on family fun
- Have elements that make it feel relaxed and informal without the "Life is a Beach" signs
- Have photos of what extras you provide - kayaks and Adirondack chairs



Bright Lighting.

Nothing will leave your listing in the dust like dark photos. Try the following:

- Bring in extra lighting. Photos can be brightened but if the original photo is dark, it's not going to be an optimal photo.
- Wait for a sunny day. Open the curtains and turn on all the lights.
- Take photos with just natural light then compare photos, choose the best, and edit
- OR bring in a professional photographer



Breadth of Photos

If your property is a four-season rental, take photos throughout the year to capture all the seasons.

- Show bright snow in the yard
- Get early buds on the apple trees
- Grab a shot of your beautiful gardens through the window
- Capture fall and its luscious colors
- Get a shot of the fireplace burning, staged for cozy lounging
- Change out the decorative pillows with the seasons

And take your photos from different angles. You'll then see what represents the spaces best.



You Can Do It All Yourself...

...or you can hire a home staging company to create the vibe that your short-term renters are looking for. Staged Ryte styles for photos and supplements your furniture and accessories for a cohesive ongoing experience and long-term design.



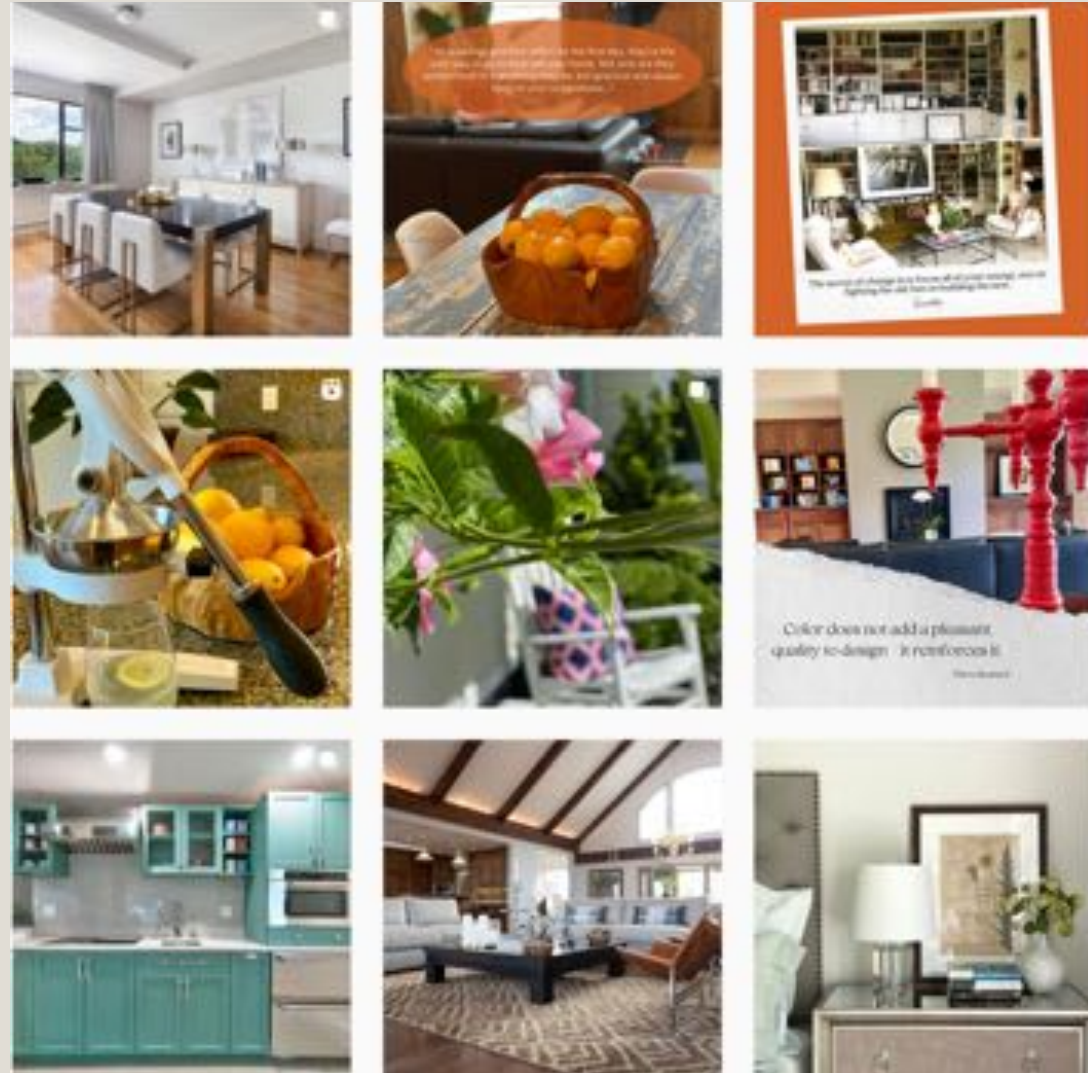
About Staged Ryte

Staged Ryte is a woman-owned boutique home staging and design firm. We create homes where renters (or buyers!) see themselves in the story we create – living their ideal lives. Our attention to detail and ability to understand what renters want is unmatched.

No two spaces ever look alike because of our extensive inventory of unique curated pieces. We have over 10,000 unique pieces in our 5,000 square foot home staging facility. Our goal is to Wow! renters (and home buyers), and make home owners VERY happy with full rental calendars.

Staged Ryte specializes in home staging and interior design in New York City, New Jersey, Connecticut, Eastern New York State, the Berkshires and Western Massachusetts.

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