



Preparing for your Photo Shoot A Checklist for Success

Our goal is to photograph your home to pique buyers' interest and attract offers. Accomplishing this goal requires a team effort, and I'm confident that the result of our combined efforts will be well worth it!

To help set the stage, visualize what you expect to see if you were to check into a 5-star hotel room. It should be void of personal items (toothbrushes, lotions, shoes, etc.) but equipped with the items that you need. The easier it is for potential buyers to visualize their items inside the home, the more likely they are to be interested in the home.

Remembering that visual, please use the checklist below as a guide while preparing your home for photos.

GENERAL PREP:

- Clean and Stage Home:**
Cleaning and Staging should be completed prior to the photographer's arrival. Your photographer may be able to move small items to improve the composition, but it's important that the photographer completes the appointment within the designated time frame to remain on time for all appointments.
- Secure or Remove Pets:**
We love pets, but they can not be around during the photo shoot. We wouldn't want them to trip over any of our equipment, causing them harm.



OUTSIDE PREP:

- Clear the Vehicles:**
Make sure there are no cars in the driveway. If possible, also move cars from the street in front of the home.
- Hide Trashcans:**
Place trashcans out of sight or inside the garage.
- Hide Hoses:**
Remove hoses the day before the photo shoot since hoses can drip water onto the pavement when being moved.
- Mow and Trim the Yard:**
Complete this at least 24 hours prior to your photo shoot to avoid floating debris and clippings being tracked where they are not wanted. Turn off sprinklers (includes automatic sprinklers). Do this at least 24 hours prior to your photo shoot to avoid puddles appearing in the photos.
- Pick Up Poop:**
If you have any fur babies, please pick up any “special gifts” that may be left in the yard. This helps to make sure we don't track any “special gifts” in your home.
- Prep Pool and Water Features:**
Remove covers and open awnings prior to the photo shoot.
- Remove For-sale Signs:**
If placed in the yard, please remove any for-sale signs before the photo shoot, as some signs can't always be edited out.
- Patio Furniture/Playsets:**
Clean outdoor furniture and remove cobwebs, if any.



INSIDE PREP:

- Declutter Kitchen:**
A few items on the counters are fine, but dishes, sponges, rags, etc., should all be put away. Remove all magnets, pictures, etc., from the refrigerator. In most cases, floor rugs should be removed.
- Organize Bathrooms:**
Personal items (toothbrushes, razors, soap, shampoo, etc.) should be removed. We want potential buyers to visualize their items in the home instead of yours. Place a new roll of toilet paper on the holder.
- Tidy Up Bedrooms:**
Make sure the beds are made and personal items are put away.
- Entryway:**
Remove all shoes, umbrellas, coats, etc. from entryways.
- All Spaces:**
Hide trashcans.
(closets or the garage work great)
- Store Items:**
Less is more—the garage is often a great place to store personal items in preparation for the photo shoot. We usually only capture the inside of garages if they have epoxy flooring, built-in cabinets, or some other unique feature. If unsure, please consult with your agent before the photo shoot.
- Turn off Ceiling Fans:**
When on, they will appear blurry in photos and create a distraction.
- Turn On Lights:**
(unless your agent says otherwise): Before the photographer arrives, please make sure all interior lights are turned on. Also, check to make sure any burned-out bulbs are replaced, and rooms have the same color light bulbs.
- Open the Blinds:**
If there is a view, we want the chance to capture it. However, if your neighbor's house is close or the view is unwelcoming, then closing the blinds may be best.





Thank you for your time and patience to complete this checklist.

If you have any questions, please feel free to contact me anytime.

(If you prefer to watch short videos that further explain the importance of each step outlined, please scan the QR code.)



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