



Real Estate Photography Preparation Checklist

My goal is to photograph your home with the highest quality that will wow buyers and attract offers. To ensure your photoshoot goes smoothly and safely, I've put together this preparation checklist of things you should do prior to your scheduled shoot.

General Prep

- ☐ **Be shoot-ready:** Cleaning and staging should be done before photographer arrival, preferably the day before your photoshoot. We may move small items (flowers, small pictures, etc.) to improve photo composition, but larger items and any staging accessories need to be in place before we arrive.
- ☐ **Secure or remove pets:** Dogs, cats, or any other animals must be secured or off the property to ensure the safety of our staff and equipment. MLS rules also prohibit people and pets from being in pictures. It's also a good idea to hide pet food and water bowls for better photos.
- ☐ **Plan not to be seen:** All occupants should plan on either being off the property or remain in areas where they can't be seen during the photoshoot. Rooms overlap in the photos, people can cause shadows and reflections, and there is risk to equipment that will be setup throughout the property.
- ☐ If you do not plan to photograph your garage, use it for storage of extra items you wish to hide out of sight, trash bins, etc.

Inside Prep

- ☐ **Declutter kitchen:** A few items on the counters are usually fine, but dishes, sponges, rags, etc. should be put away. It's best to remove all magnets, pictures, etc. from the refrigerator and remove throw rugs from the floor.
- ☐ **Declutter bathrooms:** Toothpaste, toothbrushes, razors, and other "personal" items should be hidden. Decorative unused soaps, candles, flowers, etc. are preferred. It's also good to remove all throw rugs from the floor. Close toilet lids.
- ☐ **Prep bedrooms:** All bedrooms should have their beds made and items put away.
- ☐ **Hide ALL trashcans:** Trashcans can distract so it's best to hide all of them in closets or the garage.

- ☐ **Hide portable fans:** Ceiling fans are selling items but portable fans can give the wrong impression. It's best to hide all portable fans in closets or the garage.
- ☐ **Hide cords and remotes:** Sometimes electrical cords can't be hidden, but you will have more appealing pictures if you can hide TV remotes, game consoles, and any noticeable cords.
- ☐ **Clear entryways:** Remove all shoes, umbrellas, and similar items from entryways.
- ☐ **Open blinds with views:** Your indoor photos will show outdoor views if there are views, or just light if a window looks onto a neighbor or other unappealing view.
- ☐ **Turn on lights:** Before we arrive, please make sure all interior lights are turned on. If need-be, please replace all burned-out bulbs at least 24 hours before the photoshoot.
- ☐ **Turn off ceiling fans:** Before we arrive, please make sure all ceiling fans are turned off.

Outside Prep

- ☐ **Clear vehicles:** Make sure no cars are in the driveway. If possible, also move cars from the street in front of the home. We want as clear a view as possible of your property.
- ☐ **Hide trashcans:** Trashcans can be placed on the side of the property, at a neighbor's, in a shed, or in the garage.
- ☐ **Hide hoses:** Do this the day before the shoot since hoses can drip water onto the pavement when being moved, leaving puddles in your pictures.
- ☐ **Mow and trim the yard:** Do at least 24 hours prior to your photoshoot.
- ☐ **Turn off sprinklers:** Do not water the day of the shoot to prevent puddles on pavement.
- ☐ **Pick up poop:** If you have a dog, make sure that all of their droppings are cleared from the yard.
- ☐ **Prep pool and spa:** If you have a pool and/or spa, please have them clean with covers removed. For spas, provide instructions to the realtor on how to turn it on.
- ☐ **Prep water features:** If you have fountains, waterfalls, etc., please clean them and provide instructions to the realtor on how to turn them on.

- ☐ **Remove for-sale sign:** The for-sale sign should be removed from the property or installed after the shoot, since visible signs violate MLS policies and can't always be edited out.
- ☐ **Clean and arrange patio furniture:** Dust and remove cobwebs from all outdoor furniture. Do not hose down your furniture the day of your shoot, since this can create puddles.
- ☐ **Children and pet toys:** put away any yard toys out of sight.
- ☐ **Clean grill:** Remove grill cover and clean the grill.

WHAT WE WILL DO

- ☐ Adjust blinds and lighting for best possible exposure.
- ☐ Close toilet seats.

WHAT WE WILL NOT DO

- ☐ Move or rearrange furniture
- ☐ Move or hide cords
- ☐ Make beds, clean, dust, declutter
- ☐ Move or handle pets and pet items
- ☐ Touch personal hygiene items
- ☐ Photoshop vehicles, power lines, walls, cords, etc.

Please do not schedule any other services during the time of your appointment. Also, for the safety of our photographers, we will not enter a home without pets crated or put in a separate room with the door closed. Unfortunately, if we arrive at an appointment with the pet loose in the house and there is no one home to crate the animal, we will have to reschedule the appointment.

Thank you for your time and patience to go through this checklist! If you have any questions, please feel free to contact me anytime.

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