

Real Estate Photography Pre-Shoot Checklist

by

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Interior

Declutter - Less is More

- De-decorate and De-personalize.
- Remove excess furnishings and knick-knacks that will distract from the home's features
- Turn on all lamps, overhead lighting, surface lights, and under cabinet lighting
- Replace all missing or burnt out light bulbs (use bulbs that have similar light color/temp)
- Open & level all blinds and curtains (unless there is an unappealing view)
- Move cords out of sight (lamps, extension, computer, etc.)
- Remove all personal photographs
- Stop all ceiling fans
- Clean dirty windows
- Close all windows
- Clean mirrors and glass surfaces
- Vacuum / mop the floors
- Dust furniture, countertops, ceiling fans
- Hide TV & stereo remote controls
- Level art, paintings, photos on walls, and bathroom towels
- Remove all garbage cans, tissue boxes, soap, tooth brushes, scales, shampoo from sight
- Remove throw rugs and runners in entryways, kitchens, and bathrooms
- Remove items on top of refrigerator
- Remove refrigerator magnets, etc.
- No fresh flowers on kitchen island or dining room table
- Make beds so no sheets or blankets show below comforter on sides/ends of bed
- Remove items plugged into outlets that sit on countertops (phone chargers, appliances, etc.)

EXTERIOR

*The front exterior is the very first image potential homebuyers see.
Having pleasing curb appeal will draw them in to view more.*

- Hire a landscaper if needed
- Remove garbage cans from sight
- Close garage doors
- Put away garden hoses
- Take grill cover off and hide propane tank, or remove unsightly grill altogether
- Cut the grass a few days before the shoot
- Rake up leaves and fallen limbs
- Pull weeds, trim overgrown shrubs and low-hanging tree branches
- Hide yard tools, garden hoses, dead plants, empty pots, etc
- Arrange and wipe down outdoor furniture and put cushions on if you have them
- Arranges seating areas so all chairs/lounges are lined up
- Replace missing shutters
- Open patio umbrellas
- Stow away toys, etc.
- Pick up pet waste and hide toys
- Sweep or blow deck, patios, sidewalks, and driveway
- Remove seasonal decorations and ground level flags

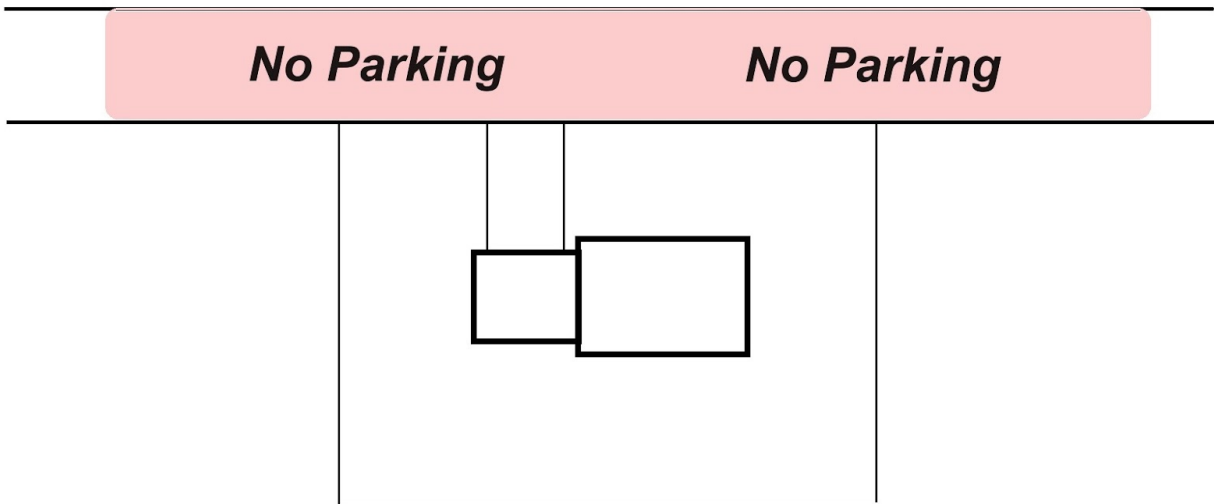
Advanced exterior staging:

- Power-wash driveway, sidewalks, patios, decks, etc.
- Plant flowers in empty planters and pots
- Freshly mulch the flower beds
- Touch up unsightly paint

Realtor

- Arrive 15 minutes to 2 hours prior to photo shoot depending on house condition.
- Go through the checklist line by line and stage accordingly.
- Stand in the doorway of each bedroom and scan room from camera point of view
- Bring various sized potted succulents and place strategically to add color and warmth
- Stand at various spots in the kitchen, dining room, living room, etc. where photos might be taken and scan the room to make improvements.
- For fastest shoot, have homeowners (and pets) leave for 1 hour. If homeowners must be there, have them go to a floor that the photographer is not shooting on; then swap.

Remove cars from driveway *before* photographer arrives.
Do not park in front of house as cars would be seen out front windows in the photos.*



*Unless you live on a busy street and need to reserve the spot so the car can be removed at the time of the shoot providing for a clear front shot of the house