






PHOTOGRAPHY PREPARATION CHECKLIST


Making a great first impression on shoppers by preparing the property for photography is essential. Today's home buyers tend to rely heavily on the internet when making buying decisions. For this reason, stunning photos and videos of your home is the key to getting great offers and making a quick sale. My photography combined with a little bit of preparation, will ensure that your property gets the attention it deserves.


GENERAL PREP

 **Be Shoot-Ready** – Cleaning and staging needs to be done before I arrive, preferably the day before your photoshoot. This includes cleaning all windows, countertops, vacuuming the carpets, sweeping and mopping the floors, dusting, etc. I may move small items (flowers, small pictures, etc.) to improve photo composition, but larger items need to be in place before I arrive, and staging accessories need to be in place as well.

 **Secure or Remove Pets** – I love pets, but we can't have them around for your photoshoot. Dogs must be secured or off the property to ensure the safety of myself and my equipment. MLS rules also prohibit people and pets from being in pictures. Cats should be secured as well, although they usually pose fewer problems than dogs (cats often just hide). It's also important to hide pet food, pet toys, water bowls and beds as well.

 **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.


 **Use the Garage for Storage** – I normally don't shoot garages, so this is a great place to store items you'd like to hide.

 **Turn ON Lights** – Before I 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 I arrive, please make sure ALL ceiling fans are turned OFF, as well.




EXTERIOR PREP


 **Clear the Cars** – 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 of a view as possible of your property.


 **Hide Garbage Cans** – Garbage cans can be placed 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.

 **Prep the Yard** – Do at least 24 hours prior to your photoshoot. Yard should be mowed and cleared of any toys, tools, etc. Turn off sprinklers: Do not water the day of the shoot to prevent puddles on pavement.




 **Pick Up Pet Waste** – 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 (if possible) by the realtor if it has already been installed. Visible signs violate MLS photo rules, and they can't always be edited out. It's best to schedule sign installation for after the photoshoot.




 **Clean Patio Furniture** – Dust and remove cobwebs from all outdoor furniture. Do not hose down your furniture the day of your shoot as this can create puddles.




INTERIOR 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. They can make the overall floor space look smaller, which in turn makes the room look smaller.





 **Prep Bedrooms** – All bedrooms should have their beds made and items put away.

 **Hide Trash Cans** – Trash cans 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** – Natural light from windows brings life and emotion into real estate photos. I recommend opening all blinds, shades, and curtains throughout the entire house to let in as much light as possible. *Don't forget to clean the windows!*





 **Holiday Decorations** – Holiday decorations are not recommended for real estate photos. If a property listing has holiday decorations it can date the media, resulting in problems if the listing is active outside of the holidays. Please remove yard & window decorations and all visible lighting. Don't forget to remove Christmas trees as well.




TWILIGHT PREP

Twilight photography is impressive and creates a dramatic presentation. If you've scheduled a twilight shoot, the following are additional items to prepare before I arrive. Note that twilights have tight schedules to ensure optimal lighting, so please make sure all of these items are ready before I arrive.

 **Turn ON All Interior and Exterior Lights** – All lights throughout the property need to be turned on. Please replace all burned-out bulbs at least 24 hours before the photoshoot.

 **Turn ON Spas and Remove Covers** – If you have a spa, remove the cover, and turn it before I arrive. Turn on the lights in the spa as well.

 **Turn ON Pool Lights** – If you have a pool, turn on the pool lights before I arrive.

 **Turn ON Water Features** – If you have fountains, waterfalls, or similar water features, please turn them on before I arrive.

