

REAL ESTATE PHOTOGRAPHY

Preparation Checklist



Preparing the Home

- Thoroughly clean whole house (vacuum carpet, mop hard floors, clean countertops, clean windows)
- Turn all overhead lights and lamps ON
- Replace all burned out light bulbs
- Use bulbs of the same temperature (ALL incandescent or ALL compact fluorescent)
- Turn all ceiling fans OFF
- Turn all TVs OFF
- Turn all computer screens OFF
- Open blinds/window treatments to let in outside light
- Remove personal photographs (or replace with general landscape/object photographs)
- Remove small floor rugs to reveal actual flooring

Kitchen

- Remove everything from the top and doors of the fridge. This includes magnets, business cards, photos, etc.
- Clear and wipe off the counters. Clean counters look great in photos
- Hide dish soaps, sponges and paper towels.
- Set up the kitchen or dining table with nice set of dishes.
- A bowl of fruit or bouquet of flowers presents nice on the photos

Master Bedroom

- Make bed, including decorative pillows/shams if available
- Press bed linens and bed skirts
- Clear nightstands of all personal items
- Store away phone/tablet charging cables
- Remove all clutter from top of dressers
- Remove family photos from walls
- Store away shoes, clothes, hats, etc
- Clean under bed, removing items that may show in the photos

Kid/Guestroom

- Remove personalized names from walls
- Remove wall stickers/posters
- Remove diaper genies
- Clean under bed, removing items that may show in the photos

Bathrooms

- Put down toilet lids
- Hide any toiletries that are in the shower or bath, as well as on the counter
- Clean mirrors and any glass surfaces
- Remove old towels from doors, showers and bathtubs. Hang a new set of towels that coordinate with the paint or tiles
- Depending on the space, a flower or plant can add a nice touch

Front Exterior

- Close garage doors
- Remove cars from driveway and front of home
- Clean up landscaping (mow, trim shrubs, clear leaves)
- Remove empty planters
- Use broom to remove cobwebs from eaves and door frames
- Remove visible water hoses
- Remove toys, sports balls, basketball goals, soccer goals, etc.

Back Yard

- Clean porch, tidy up outdoor tables/chairs/cushions
- Pillows/cushions should be fresh, not faded
- Clear out kid's toys, balls, frisbees, etc.
- Clean pool
- Remove pool vacuum/cleaner hose
- Hide pool cleaning supplies
- Turn on pool fountains/water features
- Remove visible water hoses
- Remove trash cans

Pets

- Place food and water bowls in pantry or closet
- Place pet beds/toys in pantry or closet
- Use lint roller on furniture to remove pet hair
- Contain pets in hidden crate or outside
- Clear back yard of pet waste/toys