

Pre Photo Shoot CHECKLIST

BEFORE YOU START

They say that a photo is worth 1,000 words... in real estate, a picture is worth \$1,000 or more. According to Redfin, at the closing table, listings with better photos gain anywhere between \$934 and \$116,076—as measured by the difference between asking and final price—over listings using amateur photos. To ensure your home has the maximum potential to stand out above the rest, please take the time to prepare for the photo shoot!

DO THIS FOR EVERY ROOM

- Thoroughly clean the entire home. There should not be any visible stains on walls, carpets, flooring, tiles, etc.
- Every surface should sparkle and shine, from your ceiling fans to baseboards. Dust and vacuum. Check all your windows, mirrors and floors. Make sure they look clean and streak free.
- Remove wrinkles with steam or iron any soft goods you have, such as curtains, bedding, throws, etc. Fluff any pillow accents.
- To showcase your home, remove any unnecessary items so it is clutter free.
- Remove valuables, family photos and personal collections that can identify who you are.
- Clear out all table tops and counter-tops, except leaving a centerpiece or one or two decorative accessories.
- Take all the trash out. Put the trash cans away.
- Water the plants. Remove and trim any that looks unhealthy or dead.
- Remove any unnecessary rugs or floor mats to make the home feel more spacious.
- Does the traffic flow make sense?
- Does the room feel balanced and inviting?
- Turn on all exterior and interior lights before we arrive
- Pull back curtains and open blinds to reveal natural light and the views.
- If you have walk-in closets and specialty closet / storage spaces that are great selling points, clean and organize them. Remove 50% of belongings so the buyers can see how much storage space there is.
- If you have any wires or extension cords that can create visual clutter, temporarily disconnect them and hide them.
- If you have pets, put away their beds, toys, litter boxes and accessories. Remove your pets during the photo shoot
- If you have areas in the house that are not well-lit, add light fixtures on side tables or add standing lights. Make sure all light bulbs are working and are the same tone and wattage in each fixture.
- Add fresh flowers & greenery where possible.

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CURB APPEAL

- Sweep the entry way and walkways.
- Mow Lawn and trim shrubs, trees and any outgrown plants, especially if the overgrown plants are blocking the view of your home.
- Plant colorful flowers if needed.
- Store any clutter, toys, equipment, garden hoses lying in the yard. Remove visible hoses.
- Clean up any droppings from your pet or birds.
- If you have a pool, make sure the pool looks clean and inviting.

ENTRY WAY

- Sweep the entry way and hallways.
- Make sure the entry is welcoming and inviting.
- Check the front door to see if there are any visible dings or scuff marks on the front door.
- Put out a clean welcome mat.

LIVING ROOM

- Check the traffic flow: Does the furniture arrangement encourage entertainment and conversations?

DINING ROOM

- Check the traffic flow: If buyers were to sit at the dining table, can they sit comfortably? There should be a comfortable distance between the dining set and the walls. Chairs should be pushed under table comfortably. A simple centerpiece will work very well.

KITCHEN

- Clear any dishes from the sink.
- Clear the countertops to show off the space and finish.
- Clean appliances and fixtures.
- Clear countertop, remove small appliances. You can leave out a few decorative accessories.
- Put all the food away, except maybe leaving out a bowl of fruit for decorative purpose.
- Make sure the appliances are clean, without fingerprints, greases or stains.
- If any hardware or features are going to be photographed, make sure they are clean and polished.

BEDROOMS

- The focal point of the bedrooms is always the bed. Fluff the pillows and bedspread. Steam or iron out the wrinkles in the bedspread if you have time.
- Clear the top of night stands, dressers, console tables, except for a few decorative accessories. Keep all the drawers closed.

BATHROOMS

- Keep toilet seat lids closed
- Place fresh and fluffy towels. Remove plunger, toilet brush, etc.
- Remove personal hygiene products from counters, tub and shower.
- If you just showered before the photo shoot, wipe down and squeegee the shower doors.
- Wipe down the mirrors. Remove toilet seat covers, bath mats, etc.

