

PHOTO + VIDEO READY

Listing preparation checklist



THE GOAL Clean, bright, uncluttered, and inviting; just like a hotel room or a model home.

1 BEFORE SHOOT DAY

- ☐ Complete cleaning, staging, yard work, and small repairs.
- ☐ Replace burned-out bulbs; keep bulb colors consistent.
- ☐ Confirm access; unlock gates and doors and share alarm details.
- ☐ Plan for residents and pets to be off-site during the shoot.

2 WHOLE HOME

- ☐ Open blinds and curtains; turn on every light.
- ☐ Turn off TVs, screens, and ceiling fans.
- ☐ Clear floors and surfaces; hide cords, remotes, mail, and cleaning supplies.
- ☐ Empty visible trash; put away pet beds, bowls, toys, and litter boxes.
- ☐ Straighten rugs, pillows, chairs, and decor; remove seasonal items.

3 KITCHEN + BATHS

- ☐ Clear counters and sinks; put away dishes, soap, sponges, and toiletries.
- ☐ Remove refrigerator magnets, notes, and personal photos.
- ☐ Hide trash cans, bath mats, scales, and cleaning products.
- ☐ Close toilet lids and hang clean, coordinated towels.

4 BEDROOMS + LIVING

- ☐ Make every bed and smooth the linens.
- ☐ Put away clothes, toys, shoes, and nightstand clutter.
- ☐ Fluff pillows, align furniture, and clear fireplace areas.

5 EXTERIOR + CURB APPEAL

- ☐ Move vehicles away from the driveway and front of the home.
- ☐ Close garage doors; hide bins, hoses, tools, toys, and pool equipment.
- ☐ Sweep entries and patios; mow, trim, rake, and remove pet waste.
- ☐ Arrange outdoor furniture and uncover key features.

6 AGENT FINAL CHECK

- ☐ Send must-have shots, amenities, boundaries, and access notes in advance.
- ☐ Remove or reposition listing signs and lockboxes if they should not appear.
- ☐ Confirm the home is empty, pets are secured, and all areas are accessible.
- ☐ Tell us what not to photograph before the session begins.

GOOD TO KNOW

The home is photographed as found. Ask before using closets or the garage for temporary storage - floor plans and 3D tours may include them.