

# HOME STAGING CHECKLIST

**\*\*\*Thank you for choosing 1.m.A Media to showcase your listing!\*\*\***

## Let's Streamline This Photoshoot...

- ☒ *Your realtor is paying a lot for professional real estate media so please do your part to make your property look its best.*
- ☒ *Have a look at some show homes or other nicely staged listings that are currently on the market for inspiration.*
- ☒ *Please have the items on this check list done **PRIOR** to the photographers arrival.*
- ☒ *Ensure that we are not moving items from room to room for the appointment (especially when doing a virtual tour).*
- ☒ *The photographer enjoys meeting new people, however, the fewer the people there during the shoot, the better it is.*
- ☒ *The photographer also loves animals, but.....less pets in the home allows for a much smoother session.*

## General Preparation...

- ☐ Ensure all lights/light fixtures work (matching colors are best)
- ☐ Declutter and remove all excess furniture and family items
- ☐ Store unnecessary items in garage, closets, or storage rooms

## General Cleaning...

- ☐ Clean home thoroughly
- ☐ Vacuum, sweep, and wash all floors/carpets
- ☐ Clean windows, mirrors, and glass surfaces
- ☐ Wipe all walls, doors, casing, and trim

## Exterior...

- ☐ Remove vehicles &/or trailers from the driveway
- ☐ Hide garbage & recycling bins
- ☐ Mow lawn, pull weeds, and manicure all flower beds
- ☐ Roll up garden hoses
- ☐ Organize all patio furniture and/or children's toys
- ☐ Open umbrella and remove BBQ covers
- ☐ Clear driveway and sidewalks (WINTER)
- ☐ Sweep steps and patios (WINTER)

## Kitchen...

- ☐ Clear countertops of excess appliances
- ☐ Empty sinks and put away all dishes
- ☐ Empty garbage and move bins to garage or storage room
- ☐ Remove all art/photos/magnets from fridge door and sides

## Bathrooms...

- ☐ Clear counters and shelves of personal items
- ☐ Clean mirrors, shower, bathtub, and toilets
- ☐ Clean out showers/bathtubs and leave shower curtains open
- ☐ Empty garbage bins and leave toilet seat down
- ☐ Hang towels neatly from racks

## Bedrooms...

- ☐ Make beds and set pillows
- ☐ Clean and clear all dressers and night stands
- ☐ Remove family photos and valuables
- ☐ Remove items hanging on front and/or back of doors

## Pets

- ☐ Hide pet beds, toys, and scratching posts
- ☐ Move water/feeding dishes to garage or storage room
- ☐ Ensure pet 'debris' is cleaned from the yard
- ☐ Have pets kenneled or offsite before the photographer arrives

## Other Helpful Hints...

- ☐ Have access to all areas of home (for floor plans)
- ☐ Turn off TV's & computers
- ☐ Leave lights on until the photographer is done

## The Photographer Will...

- ☒ Adjust lighting, curtains, and blinds
- ☒ Turn off lights when they are done
- ☒ Move or adjust smaller items as they see fit
- ☒ Make the property look as great as possible

## The Photographer Will NOT...

- ☒ Assist with staging
- ☒ Move furniture, boxes, or personal items
- ☒ Adjust broken window fixtures
- ☒ Wait for 'stage as you go' or 'clean as you go'
- ☒ Move pets and/or children

*Like yourself, the photographer will have other obligations on the day of the shoot. This checklist will help make the home look as good as possible and help maximize everyone's time for the day.*

## What To Expect, When You're Expecting (To List Your Home)...

- ☒ *The average project takes approximately 45-60 minutes (longer for larger homes and/or video shoots).*
- ☒ *First we will do the virtual tour &/or measurements then go through a second time to take the listing photos.*
- ☒ *For measurement & floor plan purposes we will be opening and scanning each closet (don't worry, no one else will see it...)*



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