

Property Prep Checklist

The goal is to photograph your home with the utmost aesthetic quality to attract offers by maximizing your marketing investment. To ensure an efficient and safe session, please refer to this preparation checklist which should be **completed PRIOR to your scheduled appointment time**. Adhering to these guidelines will maximize the appeal, quality, and effectiveness of your images.



General Prep

- Be photo-ready:** Cleaning and staging needs to be completed prior to photographer arrival. While some items (flowers, small pictures, etc) may be adjusted slightly to improve photo composition, larger items must be in place.
- Secure or remove pets:** MLS rules prohibit people and pets from being in pictures. Pets must be secured or off the property to ensure the safety of people and equipment. Hide food and water bowls.
- Plan not to be seen:** All occupants should be off the property or remain out of view during the session. People can cause disruptive shadows and reflections and increase risk to equipment setup throughout the property.
- Use garage for storage:** Garage photos are not typical, so this is a great place to store/hide items.

Exterior Prep (also for Aerial Drone Prep)

- Prep yard:** Yard mowed & manicured. Remove any toys, basketball goals, etc. prior to appointment.
- Vehicles:** *Remove all vehicles from the driveway* and make sure they are out of view of the front of the property.
- Hide trashcans:** Preferably in the garage or side of house out of view.
- Hide hoses:** Do this the day before the shoot. Hoses can leak onto pavement leaving puddles in your pictures.
- Turn off sprinklers:** Do not water the day of the shoot to prevent puddles on pavement.
- Pick up poop:** If you have a pet, make sure that all droppings are cleared from the yard.
- Pool and spa:** Please clean & remove covers if possible. Remove all unsightly accessories (nets, recreational items, cleaning supplies, etc). Turn on all jets, fountains & additional water features. These can be attractive in photos.
- Patio furniture:** Dust and remove cobwebs from all outdoor furniture. **Do not** hose down your furniture the day of your shoot since this can create puddles. Straighten & align all outdoor furniture.
- Driveway, Walkways & Patios:** Sweep and remove debris. Consider pressure washing for optimal appeal.
- Windows:** Clean and close all windows.
- Remove for-sale sign:** Visible signs violate MLS photo rules. For-sale sign should be removed from the property (if possible) by the realtor if it is already installed. It is best to schedule sign installation after the photoshoot.

Interior Prep

- Tidy up:** Remove visible clutter (mail, magazines, etc), vacuum carpets, sweep floors, clean glass tables & mirrors. Straighten pillows and throws. Dust & remove cobwebs. Remove all pet related items (bowls, litterbox)
- Lights:** Before arrival, please ensure all interior lights are clean and turned **ON**. Replace burned-out bulbs prior to the session. Try to keep all bulbs within a room the same type and color. Good lighting is key.
- Windows:** Open window coverings to let in natural light. Open all window blinds to even perpendicular position.
- Kitchen:** Declutter! Sink should be clean & clear of all dishes, sponges, rags, etc. Clean all appliances & wipe down counter tops. **Remove magnets & pictures from refrigerator**. A few aesthetic items on the counters are fine. A nice fruit bowl is effective. Remove throw rugs to showcase flooring.
- Bathrooms: CLOSE TOILET LIDS!** Declutter and hide all toiletries (toothbrushes, shampoo bottles) and personal items. Hide rugs to showcase flooring. Remove plungers & toilet brushes. Decorative soaps, flowers, fresh towels are effective.
- Bedrooms:** All bedrooms should have their beds neatly made, pillows straightened, and items put away. Hide all personal effects. Remove all toys, and hide all non-essential items (magazines, clock radios, etc) in closets.
- Dining Areas:** Straighten & align chairs evenly. A centerpiece and placemats with nice dinnerware is effective.
- Trashcans:** Trashcans can distract so it is best to hide all of them in closets or the garage.
- Ceiling fans:** Ensure ceiling fans are cleaned & turned **OFF**. Portable fans should be hidden.
- Cords and remotes:** Hide all TV remotes, game consoles, and any noticeable cords wherever possible.
- Entryways:** Remove all shoes, umbrellas, and unsightly items from entryways.
- Personal Items:** Hide or remove any personal items and consider family photos (check all rooms).

Twilight Prep

If you have scheduled a twilight session the following are additional items to prepare. Note that twilights have tight schedules to ensure optimal lighting, so please make sure all items are **prepared in advance**.

- Landscaping:** Yard should be mowed, manicured, and cleared of any toys, hoses, etc. prior to appointment.
- Interior and exterior lights: ALL lights** throughout the property need to be turned **ON**. Please replace any burned-out bulbs prior to the session. This includes all landscaping lighting. Good lighting is crucial.
- Swimming Pool:** If you have a pool, ensure clean, remove the cover & turn pool lights **ON**.
- Spa:** If you have a spa, ensure clean, remove the cover & turn spa lights **ON**.
- Water features:** If you have fountains, waterfalls, or similar water features, please turn them **ON**.
- Windows:** Clean and close all windows. Leave all curtains drawn and blinds open.

Thanks for your attention to this checklist! For questions: email: ajcimagery@yahoo.com | 404.368.2217