

How to prepare your home for real estate photography and attract the attention of buyers looking at your property online.

Pre-Shoot Checklist

Following this pre-shoot checklist will help ensure that your home is photographed quickly, efficiently, and with the best possible results.

Before Photographer arrives at your appointment time, please have cars removed, all lights on, ceiling fans off and cars parked away from and window views

Exterior

- Remove vehicles from driveway and away from the front of the home and windows
- Place trash cans and anything that is not attached to the home out of site.
- Cut, rake, water grass, and remove any unsightly weeds or vegetation.
- Clean windows.
- Organize deck furniture, uncover grill if in good condition, open patio umbrella, etc.
- Sweep or pressure wash driveway if necessary. This makes a huge difference!
- Make sure yard is free of kid's toys, evidence of pets, unnecessary clutter etc.

Interior

General

- Replace any burnt lightbulbs and ensure all bulbs are the same color temperature.
- Remove as much clutter as possible.
- Put away unsightly door mats and remove area rugs that might be hiding nice flooring like hardwood or tile.
- Remove all evidence of pets. Please have pets put away during the shoot.
- Open blinds so you can see through and remove any fixed window coverings that block natural light.
- Turn off all TVs, computer screens, and ceiling fans. Hide remotes.
- Conceal power cords; unplug them if necessary (except lights).
- Put all shoes away.

- Make sure there are no clothes in the machines or hanging in the laundry room.
- Make beds, straighten picture frames/artwork, organize pillows, etc.
- Avoid hiding items under beds or furniture.
- Remove any personal information that you wouldn't want visible online.

Kitchen

- Clear all counter tops – A few small appliances, fruit bowls, plants etc. are ok, but avoid anything tall that might be distracting or block the view.
- Clear the fridge completely – Remove all magnets, photos, lists, etc.
- Clean appliances – Be sure to remove all fingerprints, smudges, etc.
- Put trash can away.
- Make sure sink is clean and free of dishes. Put away dish soap, cloths, etc.
- Remove calendars as they can date a listing.
- Straighten bar stools and table chairs.

Bathrooms

- Put toilet lids down.
- Clear counter of all personal belongings.
- Clean mirrors.
- Open shower curtains – remove all bottles, razors, soap, etc.
- Place a fresh roll of toilet paper on the holder.
- Remove toilet brush and trash can and all rugs.

Best Practices to Consider

- Feel free to do a walkthrough with the photographer upon arrival but avoid following them around during the shoot.
- If you have limited space, consider designating a secondary area for temporary storage ahead of time rather than trying to move items from room to room while the photographer is on site. The garage is an option if not in the photos or a closet.