

How to prepare your home for photos and video



To make the most of your professional real estate photography and videography, follow this pre-shoot checklist. It will ensure your home is photo-ready and inviting before you list it for sale. Use these tips to get your home prepared for its moment in the spotlight.

Exterior Preparation

- Vehicles should be in the garage or parked away from the house.
- Clear any bikes or toys.
- Close garage door.
- Make sure driveways, walkways and porches are swept and clear of debris.
- Hide trash cans, garden tools, hoses, and yard signage.
- Make sure windows are streak-free, both inside and out.
- Replace any broken or dim bulbs on exterior lights.
- Remove any pool toys, hoses/vacuums, tools or brushes. Umbrellas should be opened. Water features and pool filter should be running to keep the water moving.

General Interior:

- Remove unnecessary items, personal belongings, and excess furniture.
- Ensure all beds are neatly made with fresh bedding.
- Optional: put away family photos, awards, and other personal items.
- All closet doors should be closed.
- All lights should be turned on including individual lamps.
- For photography, all ceiling fans should be left off. For video, they should all be turned on.
- Replace any burnt-out or mismatched light bulbs.

- Open curtains and blinds to let in as much natural light as possible. Venetian blinds can be left down but opened. Check each window for cleanliness or streaks.
- Hide pet items such as beds, bowls, and litter boxes.
- Straighten any rugs or runners.
- Turn off all televisions and electronics. (Turn off any music if shooting video)
- Do your best to hide any visible electrical cords, TV cables. or speaker wires

Kitchen:

- Remove small appliances, dish racks, and personal items.
- Remove all dishes and clean the sink area.
- Keep trash cans out of sight during the shoot.
- Ensure your stainless steel appliances are smudge and fingerprint free.

Bathrooms:

- Remove personal toiletries and grooming products.
- Ensure mirrors, sinks, and counters are clean and streak free.
- Use clean, neatly folded towels.
- Remove toilet brushes and trash cans from sight.
- Ensure toilet lids are closed in every bathroom.

- Shower curtains should be closed. Glass shower enclosures should be clean and free of hard water spots.

Living Room / Family Room / Dining Room:

- Make sure furniture is arranged neatly.
- Keep surfaces clear by hiding remotes, magazines, and personal items.
- Ensure all cushions and pillows look fresh and plump.

Bedrooms:

- Make the bed using clean, wrinkle-free bedding.
- Remove personal items from nightstands and leave only minimal décor.
- Keep closet doors closed, but tidy up inside if they might be opened.
- Walk-in closets will almost always be photographed / recorded so ensure they are as neat and organized as possible.

Laundry Room:

- Keep detergent, spray bottles, dryer sheets out of sight.
- Washers and Dryers with windows should be empty of clothing.

Properly preparing your home for a real estate photography session is essential because it sets the stage for capturing your property at its absolute best. High-quality photos and video can significantly influence potential buyers' first impressions, often determining whether they want to learn more about your home. A well-prepared home looks more inviting, spacious, and appealing in photos and video, highlighting its best features and helping it stand out in a competitive market. By dedicating time to clean, declutter, and stage your home, you ensure that the photographer can showcase your property in its best light, ultimately attracting more interest and potentially leading to faster and more lucrative offers.