



Justin Ostrander

Hello, and congratulations on beginning the home-selling process! I would like to provide you with this pre-shoot checklist to ensure the photos/media captured of your home come out in the best light possible. If any of these requests are not able to be completed, do not worry, this checklist is merely a suggestion to you, **but you will want to check off as many of these requests as possible for the best results.**

Exterior

- Lawn & Garden: Mow the lawn, trim the edges, and remove any weeds or debris. Neatly arrange garden beds.
- Outdoor Furniture: Arrange and clean outdoor furniture. Remove any unnecessary items or clutter.
- Driveway & Walkways: Ensure these areas are clear of vehicles and debris. Sweep or clean as needed.
- Front Door & Entryway: Clean the front door and entry area. Consider adding a fresh doormat or potted plants for added appeal.

General Interior

- Lighting: Open all curtains and blinds. Turn on all lights, including lamps and overhead fixtures. Replace any burnt bulbs if necessary and try to make them all the same color (preferably white).
- Furniture Arrangement: Arrange furniture neatly to highlight key features of each room.
- Clean Windows: Ensure windows and glass surfaces are clean and streak-free.
- Trash: Empty all trash cans and remove visible trash or recycling.
- Pets: Remove any evidence of pets and if possible, remove pets from the home or keep them in a secure area during the shoot.
- Remove any long chargers/cables.

Bedrooms

- Bedding: Make beds with fresh, neatly arranged linens. Fluff pillows and arrange any decorative pillows.
- Closets: Neatly organize and declutter any closets you'd like photographed (these are typically walk-in closets).
- Furniture: Ensure bedroom furniture is arranged neatly and nothing is obstructing key areas.
- Personal Items: Remove personal items such as toiletries and photos from surfaces (if you don't want them photographed).

Kitchen

- Countertops: Clear and clean countertops. Arrange any essential items neatly, such as a bowl of fruit.
- Appliances: Wipe down and clean all appliances. Ensure they are free of fingerprints and smudges.
- Sink: Clean the sink and remove any dishes or clutter.
- Cabinets: Wipe down cabinet surfaces and make sure they are free of dust and fingerprints.

Bathrooms

- Sinks & Countertops: Clean and declutter sinks and countertops. Arrange towels neatly and ensure they are clean.
- Shower/Tub: Clean the shower and/or tub. Ensure there is no soap scum or mildew.
- Toilet: Ensure the toilet is clean and free of stains. Consider placing a fresh roll of toilet paper.
- Mirrors: Clean mirrors to ensure they are streak-free and clear.

Living Room

- Furniture Arrangement: Arrange furniture to highlight the space and create an inviting atmosphere. Fluff cushions and arrange throws neatly.
- Decor: Remove any excess decor. Ensure decorative items are arranged in a visually appealing way.
- TV & Electronics: Clean the TV screen and ensure other electronics are neat and tidy.
- Flooring: Clean and vacuum the flooring. Ensure rugs are straight and well-positioned.

Dining Room

- Table Setting: Set the dining table with clean and simple settings. Consider using a fresh tablecloth or placemats if desired.
- Chairs: Arrange dining chairs neatly around the table and ensure they are clean.
- Surface: Wipe down the dining table and other surfaces to remove any dust or smudges.
- Lighting: Ensure that lighting fixtures are clean and functional. Open blinds or curtains if applicable.

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Above all, take a moment to relax and breathe deeply. Preparing your home might be a lot of work, but the payoff will be substantial. With dazzling photos showcasing your property, you'll capture attention and make a memorable impact in the competitive market!

Best regards,
Justin Ostrander
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