

URBAN FRAME IMAGE: Pre-Shoot Checklist

Detailed Interior Pre-Shoot Checklist for Homeowners:

Preparing your home for a successful real estate photography shoot? Follow this comprehensive checklist to ensure every detail is in place:

1. Cleanliness:

- Dust and clean all surfaces, including countertops, furniture, and appliances.
- Vacuum carpets and mop hard floors to ensure a polished look.

2. Declutter:

- Remove excess items from countertops, tables, and shelves.
- Store away personal items, family photos, and excessive decor.

3. Furniture Arrangement:

- Arrange furniture in a way that maximizes space and flow.
- Ensure seating areas are inviting and focal points are unobstructed.

4. Lighting:

- Open curtains and blinds to let in natural light.
- Replace burnt-out bulbs to ensure consistent illumination.

5. Windows and Glass Surfaces:

- Clean windows and glass surfaces to allow clear views and natural light.

6. Kitchen:

- Clear countertops of small appliances and clutter.
- Hide dish towels, sponges, and cleaning supplies.

7. Dining Area:

- Set the dining table with minimal, tasteful place settings.

8. Living Areas:

- Fluff and arrange pillows and cushions for a cozy atmosphere.
- Hide remote controls, cords, and chargers.

9. Bedrooms:

- Make beds neatly with clean, coordinated bedding.

- Clear nightstands of personal items.

10. Bathrooms:

- Clean mirrors, glass, and faucets for a polished look.
- Store toiletries and personal items out of sight.

11. Personal Items:

- Temporarily remove family photos, personal documents, and sensitive information.

12. Pets:

- Secure pets in a separate area or arrange for them to be off-site during the shoot.
- Hide pet bowls, toys, and bedding.

13. Floors and Carpets:

- Vacuum and clean floors, ensuring they're free from pet hair and debris.

14. Repairs:

- Fix any minor repairs, like loose handles or dripping faucets.
- Check for any visible signs of wear and tear.

15. Walls:

- Patch and paint any visible marks or scuffs on walls.
- Ensure a neutral color palette that appeals to a wider audience.

16. Special Features:

- Highlight unique features such as fireplaces, architectural details, or built-in shelving.

17. Electronic Devices:

- Turn off TVs, monitors, and screens for a clutter-free look.

18. Personal Spaces:

- Tidy up home offices, hobby areas, and playrooms.
- Keep surfaces organized and free from excessive clutter.

19. Fragrance:

- Lightly air out the home before the shoot to ensure a fresh and neutral scent.

20. Exterior Views:

- Ensure that windows with exterior views are clean and unobstructed.

21. Final Walkthrough:

- Conduct a final walkthrough to ensure everything is in place and well-presented.
- Double-check each room against the checklist.

By meticulously following this interior pre-shoot checklist, you'll help ensure that your property is showcased in its best light, allowing the real estate photographer to capture its true beauty and appeal to potential buyers.

Exterior Pre-Shoot Checklist for Homeowners:

Getting ready for a professional real estate photography shoot? Follow these detailed steps to ensure the exterior of your property looks its best:

1. Curb Appeal:

- Trim bushes, hedges, and trees for a tidy appearance.
- Mow the lawn, rake leaves, and remove any debris from the yard.

2. Driveway and Walkways:

- Sweep or power wash driveways and walkways to remove dirt and stains.
- Clear any toys, tools, or other items from these areas.

3. Windows and Screens:

- Clean windows and window frames to enhance their appearance.
- Ensure screens are intact and free of damage.

4. Entryway:

- Clean the front door and polish hardware.
- Place a fresh welcome mat and consider adding potted plants for a welcoming touch.

5. Roof and Gutters:

- Remove leaves and debris from gutters.

- Ensure the roof is clean and free from visible damage.

6. Siding and Walls:

- If applicable, power wash siding to remove dirt and grime.
- Repair or touch up any chipped paint or siding damage.

7. Outdoor Furniture:

- Clean outdoor furniture and arrange it in an appealing layout.
- Cushions should be clean and free from stains.

8. Pool and Water Features:

- Ensure the pool is clean and free of debris.
- Turn on any water features and ensure they're functioning properly.

9. Gardens and Plants:

- Weed gardens and plant beds for a neat appearance.
- Add fresh mulch for a polished look.

10. Exterior Lighting:

- Check that all exterior light fixtures are working.
- Consider turning on outdoor lights for evening shots.

11. Pets and Pet Items:

- Temporarily remove pet bowls, toys, and pet waste from the yard.
- If you have pets, ensure they're indoors or in a designated area during the shoot.

12. Trash Bins:

- Store trash bins out of sight, such as in the garage or behind a fence.
- Make sure they're clean and odor-free.

13. Hoses and Garden Tools:

- Coil up hoses and store garden tools neatly in a shed or garage.
- Clear away any clutter from the yard.

14. Consider the Season:

- If applicable, add seasonal decorations or flowers to enhance the exterior's appeal.

15. Communicate with the Photographer:

- Let your photographer know about any specific exterior features you want to highlight.
- Share any unique selling points of your property.

A well-prepared exterior enhances the overall presentation of your property, making it more attractive to potential buyers. Following this checklist will ensure that your home's exterior is in top condition for the real estate photography shoot.