



PHOTOGRAPHY CHECKLIST

G1-Genesis Systems' goal is to photograph your home with the highest quality to excite buyers and attract offers. To ensure your photoshoot runs smoothly, please follow this preparation checklist.

NOTE: We cannot begin videography or photography until the house is 100% ready

General Prep

- Be shoot-ready: Cleaning and staging needs to be done before our team arrives. Preferably the day before your photoshoot.
- Secure or remove pets: For our teams' safety and your pets, you must secure your pets off the property. MLS rules also prohibit people and pets from being in pictures as well as their pet food / water bowls.
- Plan not to be seen: All occupants should plan to be off the property or remain in areas where they can't be seen during the photoshoot. Rooms overlap in the photos; people can cause shadows and reflections.
- Use the garage for storage: We normally don't shoot garages, so this is a great place to store items you'd like to hide.

Inside Prep

- Declutter kitchen: Remove all items on counters to include dishes, sponges, rags and electronics (toasters, can openers, blenders, coffee makers). The goal is to allow the buyer to see themselves in your home and imagine their stuff on your counters. The only items to leave are decorative for staging purposes flowers, vases, fruit bowls. Anything that is personal to you, remove such as magnets, pictures, throw rugs, mail, dish rack, soap dispensers.
- Declutter bathrooms: Remove all personal items (tooth brushes, soaps, dispensers, throw rugs) from the counters except decorative pieces (vases, flowers, candles).
- Prep bedrooms: Make all beds and put away all personal items.
- Open all blinds (pull up completely) for lighting and views: Your indoor photos will show much better and outside views gives the neighborhood appeal.
- Hide trashcans: Trashcans can distract so it's best to hide all of them in closets or the garage.
- Hide portable fans: Ceiling fans are selling items but portable fans can give the wrong impression. It's best to hide all portable fans in closets or the garage.
- Hide cords and remotes: Sometimes electrical cords can't be hidden, but you will have more appealing pictures if you can hide TV remotes, game consoles, and any noticeable cords.



PHOTOGRAPHY CHECKLIST

- Clear entryways: Remove all shoes, umbrellas, and similar items from entryways.
- Turn on all interior lights / Turn off all fans: If need-be, please replace all burned-out bulbs at least 24 hours before the photoshoot.

Outside Prep

- Clear the cars: Make sure no cars are in the driveway. If possible, also move cars from the street in front of the home. We want as clear a view as possible of your property.
- Do NOT wet driveways: If a wet look is desired, this can be added in the editing process. Watering driveways can cause patches of dry spots and puddles, so adding it in editing is best.
- Hide trashcans: Trashcans can be placed on the side of the property or in the garage. Hide hoses:

Do this the day before the shoot since hoses can drip water onto the pavement when being moved, leaving puddles in your pictures.

- Mow and trim the yard: Do at least 24 hours prior to your photoshoot.
- Turn off sprinklers: Do not water the day of the shoot to prevent puddles on pavement.
- Pick up poop: If you have a dog, make sure that all of their droppings are cleared from the yard.
- Prep pool and spa: If you have a pool and/or spa, please have them clean with covers removed. For spas, provide instructions to the realtor on how to turn it on.
- Prep water features: If you have fountains, waterfalls, etc., please clean them and provide instructions to the realtor on how to turn them on.
- Remove for-sale sign: The for-sale sign should be removed from the property or installed after the shoot, since visible signs violate MLS policies and can't always be edited out.
- Clean 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.