

Real Estate Photography Preparation Checklist

Images are a very important aspect of marketing or selling any property. Photos and online presentations are typically the first impression that a client has. Make it count and take the time to prepare for the photography of your home or business.

Help me create images that wow, by following the tips below. Not all tips will apply or be possible, but do your best. Please be ready by the time arrive. Thank you!

Exterior

- ☐ Move vehicles from the driveway and park away from the front of home.
- ☐ Place garbage bins and anything that is not attached to the property, in the garage or out of sight.
- ☐ Remove or coil garden hoses neatly.
- ☐ Remove any toys or pet related items from the yard.
- ☐ Remove seasonal decor.
- ☐ Straighten deck furniture.
- ☐ Cut grass and remove all weeds from cracks in concrete.

General

- ☐ Turn ALL inside lights on, including lamps, under counter lights and stove lights.
- ☐ Replace any burned out bulbs.
- ☐ Open all drapes and blinds on windows with a good view. Exception would be bathrooms or bedrooms with a poor view.
- ☐ If blinds are down, ensure they are all equally angled open.
- ☐ Conceal cords. Unplug them from the wall if needed (except lights).
- ☐ Turn all ceiling fans off. They will create a motion blur in your photo.
- ☐ Turn all televisions off.
- ☐ Remove small rugs from floors, especially from tile or wood floors.
- ☐ Remove all personal photos.
- ☐ Make beds and close closets. If you want to showcase a closet let me know.
- ☐ Remove all evidence of pets; pet dishes, pet toys, pet cages, litter boxes.
- ☐ Remove clutter from all rooms, ie, tissue boxes, remotes, cleaning robots, brooms, stacks of paper, boxes, bags etc.
- ☐ No shoes by doors or anywhere.
- ☐ Clean the property. Vacuum, wipe windows and walls, remove all dirt. It WILL show in the photos if you do not.

Kitchen

- ☐ Clear all counter tops. No dish rags or towels, soap, knives or cutting boards. It's okay to leave one or two small appliances for size perception, but more than that can be distracting.
- ☐ Remove dish drying racks and dishes from the sink.
- ☐ Clear the refrigerator completely of any magnets, pictures, lists, etc (front, sides and top). ☐ Remove any calendars. Calendars make a listing dated if it goes over 30 days.
- ☐ Remove trash can.
- ☐ Remove floor mats.

Bathrooms

- ☐ Clear the countertop from absolutely every item considered to be personal.
- ☐ Remove toilet cleaning brushes, toilet plungers and trash cans.
- ☐ Remove shampoo and conditioner bottles and personal items from shower and tub area.
- ☐ Toilet lids must be down.
- ☐ Remove all floor mats.
- ☐ Ensure towels are neatly hung. Bonus: put out fresh towels, neatly hung.

Twilight Shoots

- ☐ In addition to the above, it is very important to ensure that all burned out light bulbs have been replaced (interior: all lamps, pot lights, stove lights, under counter, vanity etc – exterior, soffit, garden, garage, railing etc).

Notes

Store all removed items in the garage, closets, cabinets or pick one room in your property to store all the removed items that won't be photographed.

Thank you! Your efforts will make a huge difference.