

Real Estate Photography Prep Checklist

In today's real estate market, nearly all home buyers start their search online. Your property will be on display and needs to look its absolute best. By hiring a professional, you are ensuring capturing and presenting it in a way that will allow it to stand out above the competition. With your cooperation, we will get the job done right the first time. Both the interior and exterior should be ready for photos before the photographer arrives.

General Prep

- Be shoot-ready:** Cleaning and staging needs to be done before the photographer arrives, preferably the day before your photoshoot. They may move small items (flowers, small pictures, etc.) to improve photo composition, but larger items need to be in place before I arrive, and staging accessories need to be in place as well.
- Secure or remove pets:** I love pets but we can't have them around for your photoshoot. Dogs must be secured or off the property to ensure the safety of myself and my equipment. MLS rules also prohibit people and pets from being in pictures. Cats should be secured as well, although they usually pose fewer problems than dogs (cats often just hide). It's also a good idea to hide pet food and water bowls as well.
- Plan not to be seen:** All occupants should plan on either being 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, and there is risk to equipment that will be setup throughout the property.
- Use the garage for storage:** Garages, unless requested, are not normally included in the shoot, so this is a great place to store items you'd like to hide.

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.
- 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 droppings:** 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.
- 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.
- Uncover grill and open patio umbrella.**
- Note:** We typically do not use garage photos unless it is a major selling point of the home (tricked out workspace, super upgraded finishes, and humongous RV/multi car parking for example). Declutter this space as well if it meets said criteria.

Inside Prep

- Declutter kitchen:** A few items on the counters are usually fine, but dishes, sponges, rags, etc. should be put away. It's best to remove all magnets, pictures, etc. from the refrigerator and remove throw rugs from the floor.
- Declutter bathrooms:** Toothpaste, toothbrushes, razors, and other "personal" items should be hidden. Decorative unused soaps, candles, flowers, etc. are okay. It's also good to remove all throw rugs from the floor. Close toilet lids. Ensure a full roll of toilet paper. Be sure if towels are present, they are matching and neatly folded/displayed.

- Prep bedrooms:** All bedrooms should have their beds made and items put away. Avoid hiding items under the bed as they may be seen in the photos. Remove all photos of people and pets as these will be seen by thousands on the internet and violates MLS policies.
- 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.
- Clear entryways:** Remove all shoes, umbrellas, and similar items from entryways.
- Open blinds with views:** Your indoor photos will show outdoor views if there are views, or just light if a window looks onto a neighbor or other unappealing view.
- Check/Replace Lightbulbs:** During the photoshoot, all interior lights will be turned on. Please check all lights, lamps, etc., to be sure all are working and replace if needed.



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