

Photography Prep
Checklist

Our goal is to photograph your home with the highest quality to wow buyers and attract offers. Please review and complete this checklist before your scheduled shoot, ideally the day prior. Preparation makes a real difference in the final results!

GENERAL PREP

- [ ] **Be shoot-ready**

  Cleaning and staging should be completed before we arrive, preferably the day before.

- [ ] **Secure or remove pets**

  We love animals, but pets cannot be present during the shoot. Dogs must be off the property or fully secured. Cats should be secured as well and out of sight. MLS rules prohibit pets in listing photos. Hide pet food bowls and water dishes too.

- [ ] **Plan not to be seen**

  All occupants should leave the property or stay in areas out of camera range. People can cause shadows and reflections, and equipment will be set up throughout the home.

- [ ] **Use the garage for storage**

  Garages are typically not photographed, so use the space to stash anything you would like to keep out of the shots.

OUTSIDE PREP

- [ ] **Clear the driveway and street**

  Remove all vehicles from the driveway. If possible, also move cars from the street directly in front of the home for a clean, unobstructed exterior view.

- [ ] **Do not wet the driveway**

  Avoid hosing down the driveway before the shoot. It creates uneven dry patches and puddles that show up in photos.

- [ ] **Hide trashcans and hoses**

  Move trashcans into the garage or around the side of the property. Store hoses the day before the shoot, as moving them on shoot day can leave puddles on the pavement.

- [ ] **Mow and edge the yard**

  Lawn should be mowed and trimmed at least 24 hours before the shoot to keep it looking fresh without leaving clippings behind.

OUTSIDE PREP

☐ Turn off sprinklers

Do not run sprinklers on shoot day. Wet pavement and puddles will show up in photos.

☐ Clean up after pets

Remove all pet droppings from the yard before we arrive.

☐ Pool and spa

Make sure the pool and spa are clean with covers removed. Remove any automatic pool cleaners, including hose-style and robotic cleaners, before the shoot. The agent should know how to operate the spa so it can be turned on for video shoots and off for photo shoots.

☐ Water features

Clean all fountains, waterfalls, and other water features before the shoot. The agent should know how to operate them so they can be turned on for video shoots and off for photo shoots.

☐ Remove for-sale sign

MLS policies prohibit for-sale signs in listing photos. Remove it before the shoot or plan to install it after we have finished.

☐ Clean outdoor furniture

Dust off patio furniture and remove any cobwebs. Avoid hosing it down on shoot day to prevent puddles.

INSIDE PREP

☐ Kitchen

Clear countertops of dishes, sponges, drying racks, and rags. Remove magnets and personal photos from the refrigerator. Take up throw rugs from the floor.

☐ Bathrooms

Put away toothbrushes, razors, toothpaste, and other personal items. Decorative touches like candles, fresh towels, and flowers photograph beautifully. Remove throw rugs.

☐ Bedrooms

Make all beds and tidy up. No laundry, clutter, or items on the floor.

☐ Hide trashcans

Stow all trashcans in a closet or the garage for the duration of the shoot.

INSIDE PREP

☐ Hide portable fans

Ceiling fans are fine and can even be a selling point, but portable and floor fans should be stashed out of sight. They can give buyers the wrong impression about airflow in the home.

☐ Tidy up cords and remotes

Hide TV remotes, game controllers, and any visible electrical cords where possible.

☐ Clear entryways

Remove shoes, umbrellas, bags, and any clutter from entryways and hallways.

☐ Open blinds and window treatments

Pull all blinds fully up to let in as much natural light as possible and keep window frames looking clean and open in photos. Close or partially close only windows that look onto unappealing views.

☐ Turn off ceiling fans

All ceiling fans must be off during the shoot to avoid motion blur in photos.

☐ Remove family photos and personal items

Do a walk-through to take down family photos and put away personal documents, prescription bottles, valuables, and anything else you would not want visible in photos shared publicly online.

TWILIGHT SHOOT PREP

Twilight shoots operate on a tight window to capture optimal lighting. Please have everything below ready before we arrive, as there is very little time to adjust once we begin.

☐ Turn on all interior and exterior lights

Every light in and around the property should be on. Replace any burned-out bulbs at least 24 hours before the shoot.

☐ Turn on spa and remove cover

Remove the spa cover and turn it on before we arrive. Enable the spa lights as well.

☐ Turn on pool lights

Switch on all pool lights prior to our arrival.

☐ Turn on water features

Activate any fountains, waterfalls, or other water features before we arrive.