

Preparations for Real Estate Photography Shoot



Kitchen

- ☐ Clear all counter tops – A few small appliances, fruit bowls, plants etc. are OK, but avoid anything tall that might be distracting or block the view.
- ☐ Clear the fridge completely – Remove all magnets, photos, lists, etc.
- ☐ Clean appliances – Be sure to remove all fingerprints, smudges, etc.
- ☐ Put trash can away.
- ☐ Make sure sink is clean and free of dishes.
- ☐ Put away dish soap, cloths, etc.
- ☐ Remove calendars as they can date a listing.
- ☐ Straighten bar stools and table chairs.

Bathroom

- ☐ Put toilet lids down.
- ☐ Clear counter of all personal belongings.
- ☐ Clean mirrors.
- ☐ Open shower curtains – remove all bottles, razors, soap, etc.
- ☐ Place a fresh roll of toilet paper on the holder.
- ☐ Remove toilet brush and trash can.

Exterior

- ☐ Remove vehicles from driveway and away from the front of the home.
- ☐ Place trash cans and anything that is not attached to the home out of site.
- ☐ Cut, rake, water grass, and remove any unsightly weeds or vegetation.
- ☐ Clean windows.
- ☐ Organize deck furniture, uncover grill, open patio umbrella, etc.
- ☐ Sweep or pressure wash driveway if necessary.
- ☐ Make sure yard is free of kid's toys, evidence of pets, unnecessary clutter etc.

General

- ☐ Replace any burnt light bulbs and ensure all bulbs are the same color temperature.
- ☐ Remove as much clutter as possible; especially personal belongings that are not included in the sale. Uncluttered and tidy makes a bigger difference than “spotless”.
- ☐ Put away unsightly door mats and remove area rugs that might be hiding nice flooring like hardwood or tile.
- ☐ Remove all evidence of pets.
- ☐ Open up blinds and remove any fixed window coverings that block natural light.
- ☐ Turn off all TVs, computer screens, and ceiling fans.
- ☐ Conceal power cords; unplug them if necessary (except lights).
- ☐ Put all shoes away.
- ☐ Make sure there are no clothes in the machines or hanging in the laundry room.
- ☐ Make beds, straighten picture frames/artwork, organize pillows, etc.
- ☐ Avoid hiding items under beds or furniture.
- ☐ Remove any personal information that you wouldn't want visible online.

Best Practices

Feel free to do a walk-through with the photographer upon arrival but avoid following them around during the shoot.

If you have limited space, consider designating a secondary room for temporary storage ahead of time rather than trying to move items from room to room while the photographer is on site.

Make sure pets are out of the home or kenneled.

Photographers will not be staging your home so please make arrangements with your Realtor or stager prior to the shoot.

Don't rush your photographer – Great images are critical when marketing a home for sale, so it is in your best interest to be patient and let your photographer do their thing.