

GETTING READY FOR YOUR PHOTOSHOOT

PREPARATION CHECKLIST



UPPER ECHELON
VISUALS

Welcome to our pre-shoot checklist! Our goal here is simple: minimizing our time straightening up and maximizing our time behind the camera. By following this handy guide, you can get any property photo-ready!

Not every tip will apply to every house, so feel free to skip what doesn't fit. Now, let's get the stage set for some dazzling photos and videos!

EXTERIOR:

- ✓ Park cars out of sight in the garage or a couple of houses down. Put the garage door down
- ✓ Tuck away garbage bins, water hoses, and any tools
- ✓ Rake up and dispose of any lawn debris
- ✓ Remove for-sale and home security signs
- ✓ Stage your outdoor furniture exactly as you want them to appear in the photos
- ✓ If your grill is spick and span, take those grill covers off!
- ✓ Sweep up any sidewalks, driveways, patios, and decks

INTERIOR:

- ✓ Light it up! Turn on all lights and swap out any duds
- ✓ All fans off
- ✓ Open those curtains wide and make blinds flat
- ✓ TV and computer screens off
- ✓ Hide any signs of pets
- ✓ Wipe down windows and counters
- ✓ Kitchen audit: only one nice appliance on display
- ✓ Clear off countertops and tables
- ✓ Keep personal knick-knacks out of sight
- ✓ Beds tidy and pillows perfect



Like any artist, your photographer needs to be able to focus and concentrate to work their magic and stick to their schedule. We really appreciate your cooperation and understanding in letting them work without interruptions.

Thank you for your support in making this a smooth and successful photo shoot!

MEET YOUR PHOTOGRAPHER



Brandon entered the professional photography industry at the age of 14 and, at 19, founded Upper Echelon Visuals with the vision of elevating real estate and architectural photography in the Triangle. His keen eye and dedication to the craft have played a pivotal role in marketing more than two billion dollars in residential and commercial properties. Brandon's expertise and creative eye have made him a trusted partner for real estate professionals across the Southeast.

When he's not behind the camera, Brandon enjoys traveling and driving fun cars, always on the lookout for new adventures and inspirations.



Najah Owens, a Raleigh native, brings her expertise to Upper Echelon Visuals as a talented photographer and videographer. With a bachelor's degree in Mass Media Production from North Carolina A&T and a graduate degree in Film and Television from SCAD-Atlanta, Najah's journey into media began with her dedication to storytelling. She gained valuable experience at WRAL, where she contributed to the morning news broadcasts for two years.

In addition to her professional achievements, Najah is passionate about tournament bowling, a sport she has excelled in since childhood, earning a full-ride bowling scholarship. Her work in real estate photography and videography fuels her creativity and passion, making her an integral part of the Upper Echelon Visuals team.



Seth is a dedicated real estate photographer and video editor with a keen eye for capturing the perfect shot and creating an impactful edit. Currently honing his craft, Seth is also passionate about expanding his expertise into the editing side of videography. Motivated by the desire to create and continually improve, he is committed to mastering editing techniques to enhance his work further.

Outside of his professional endeavors, He envisions a future where his career in editing not only elevates his professional projects but also allows him to pursue personal video editing ventures. Driven by creativity and a constant pursuit of growth, Seth is on a path to blend his passion for photography and editing, aiming to make a significant impact in both his career and personal life. "You're under no obligation to be the same person you were 5 minutes ago." - Alan Watts