

HOME PREP GUIDE

Real Estate Photography Pre-Shoot Checklist

A well-organized and clean home can significantly enhance the quality of real estate photography, making the property more appealing to potential buyers.

Here is a categorized checklist to help you prepare:

01 GENERAL PREPARATION

BEFORE THE SHOOT

- Declutter the home.
- Remove any personal photos.
- Pre-clean, stage property.
- Replace any broken lightbulbs.
- Check window blinds.
- Ensure property accessibility.

COMMUNICATION

- Confirm point of contact for appt.
- Identify priority photo areas.
- Discuss session specifics.
- Address any lighting concerns.
- Note any special details to capture.
- Discuss any potential hazards.

EXTERIOR PREP

- Mow and trim greenery.
- Clean walkways and patio areas.
- Tidy outdoor furniture.
- Wash all exterior windows.
- Remove yard clutter.
- Stage entryways

02 INTERIOR PREPARATION

OVERALL ROOM PREP

- Illuminate rooms, check bulbs.
- Maximize natural light.
- Deep clean entire interior.
- Secure pets, hide toys.
- Remove excess furniture.
- Ensure airy, open spaces.

LIVING AREAS

- Arrange furniture neatly.
- Depersonalize space.
- Hide all remotes, gadgets.
- Straighten books, shelves.
- Fluff pillows, cushions.
- Clear floor space.

KITCHEN

- Clear, clean countertops.
- Shine appliances.
- Tidy pantry, cabinets.
- Hide dishrags, sponges.
- Remove fridge magnets.
- Display minimal décor.

BEDROOMS

- Neatly make all beds.
- Minimize tabletop items.
- Organize visible closet areas.
- Adjust curtains, blinds.
- Secure jewelry, valuables.
- Ensure clean linens.

BATHROOMS

- Polish mirrors, fixtures.
- Store personal toiletries.
- Close toilet lids.
- Arrange neutral towels.
- Clear shower spaces.
- Refresh air fresheners.

GARAGE PREP

- Declutter floor space.
- Organize tools, shelves.
- Clean garage door, windows.
- Remove personal items.
- Sweep floor, remove stains.
- Ensure good lighting.

03 DAY OF SHOOT

- Double-check room readiness.
- Secure all pets.
- Ensure open home access.
- Vehicles moved out of view.
- Open all window blinds/curtains.
- Hide all garbage cans.

Have questions or inquiries?

Getting your home ready for a photo shoot might seem overwhelming. If you have any questions or need guidance, don't hesitate to reach out.

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Preparing your home for real estate photos is crucial to make a great first impression on potential buyers.

Make sure you complete the checklist before the shoot for best results!

GENERAL PREPARATION

- Deep clean the house.
- Declutter and remove personal items.
- Fix minor damages and replace burnt-out light bulbs.
- Open curtains for natural light and turn on all lights.

KITCHEN

- Clear and clean countertops.
- Tidy up cabinets and pantry.
- Make appliances spotless.

BATHROOMS

- Remove personal toiletries from view.
- Clean mirrors, glass, and surfaces.
- Hang fresh towels.

BEDROOMS

- Make beds neatly. Use neutral bedding if possible.
- Tidy up any visible closet space, as open closets may be photographed.

LIVING AREAS

- Ensure the furniture is placed in a way that maximizes space and flow.
- Take away unnecessary pieces of furniture and decorations that crowd the space.

EXTERIOR AREAS

- Lawn Care: Mow the lawn, trim bushes, and remove any dead plants.
- Clean Up: Remove any debris, toys, or tools from the yard.
- Spruce Up the Entryway: Clean the front door, welcome mat, and add potted plants for a welcoming entrance.

FINAL TOUCHES

- Remove Vehicles: Clear cars from the driveway and the street in front of the home.
- Hide Trash Cans and Recycling Bins: Ensure they are not visible in the photos.
- Check the Weather: Re-Schedule the photoshoot on a day with good weather to ensure the best lighting.