

Photo Shoot Preparation Checklist

My goal is to provide the highest quality photographs of your home to impress buyers and attract offers. Preparation is one of the major keys to accomplishing this goal. To ensure your photo shoot goes smoothly and safely, I am providing this preparation checklist of things to complete prior to your scheduled shoot.

General Prep

- Be shoot-ready: Clean and stage before I arrive, preferably the day before your photo shoot. I may move small items (flowers, small pictures, etc.) to improve photo composition, but put larger items in place before I arrive; ensure staging accessories are in place as well.
- Secure or remove pets: I love pets, but we can't have them around for your photo shoot. MLS rules prohibit people and pets from being in pictures. Secure dogs or take them off the property to ensure safety for my equipment and me. Secure cats as well, although they usually pose fewer problems than dogs since cats often just hide. It's also a good idea to hide pet food and water bowls as well.
- Plan not to be seen: Plan for all occupants to be off the property or remain in areas where they can't be seen during the photo shoot. 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: I normally don't shoot garages, so this is a great place to store items you'd like to hide.

Exterior Prep

- Clear the cars: Remove cars from 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: Place trashcans on the side of the property out of view 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.
- Prep the yard: Prep yard at least 24 hours prior to your photo shoot. Mow and trim the lawn, and clear the yard of any toys, tools, etc.
- Turn off sprinklers: Do not water the day of the shoot to prevent puddles on pavement.
- Pick up poop: If you have a dog, clear all their droppings from the yard.
- Prep pool and spa: If you have a pool and/or spa, please ensure they are clean and remove covers. 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: Visible signs violate MLS photo rules and they can't always be edited out. If possible, have your agent remove the for-sale sign from the property if it has already been installed. It's best to schedule sign installation for after the photo shoot.
- 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.

Interior Prep

- Prep kitchen: A few items on the counters are usually fine, though put away small appliances, dishes, sponges, rags, etc. It's best to remove all magnets, pictures, etc. from the refrigerator and remove throw rugs from the floor.
- Prep dining area: Clear and clean the dining room table, straighten the chairs, add a centerpiece to the table.
- Prep bathrooms: Decorative unused soaps, candles, flowers, etc. are preferred, so hide toothpaste, toothbrushes, razors, and other "personal" items. Clean showers, sinks, bathtubs and mirrors; add fresh bathroom towels and shower curtains. Remove garbage cans and bathroom cleaning supplies. Freshen the toilet roll and put toilet seats down.
- Prep bedrooms: Make all the beds and put personal items away. Organize large walk-in closets.
- 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 a selling item, 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: If there are views, your interior photos will show outdoor views, or just light if a window looks onto a neighbor or other unappealing view.
- Interior lights: Before I arrive, please turn on all interior. If need-be, please replace all burned-out bulbs at least 24 hours before the photo shoot.
- Turn off ceiling fans: Before I arrive, please make sure all ceiling fans are turned off

Twilight Prep

If you've scheduled a twilight shoot the following are additional items to prepare before I arrive. Note that twilights have tight schedules to ensure optimal lighting, so please make sure all of these items are ready before I arrive.

Interior and exterior lights: Turn on all lights throughout the property. Please replace all burned-out bulbs at least 24 hours before the photo shoot.

Turn on spas and remove covers: If you have a spa, remove the cover, and turn it before I arrive. Turn on the lights in the spa as well.

Turn on pool lights: If you have a pool, turn on the pool lights before I arrive.

Turn on water features: If you have fountains, waterfalls, or similar water features, please turn them on before I arrive

Thank you for your time and patience in going through this checklist! If you have any questions, please feel free to contact me anytime.