



PHOTOGRAPHY PREPARATION CHECKLIST

Images present a significant aspect of marketing and selling your home. Photographs and online presentation typically delivers the first impression to buyers when considering your home for viewing. Make the buyer's initial visual experience of your home count. Invest the time to prepare your home to help make the best photography possible for representing your home online.

Please assist our professional photographers in creating images of your home that sell by following the tips below. We thank you for having your home prepared and ready upon arrival of your photographer. We look forward to producing amazing marketing visuals for your home.

Property Exterior

- Move vehicles from driveway and park away from the front of home.
- Place garbage bins and anything not attached to the home in the garage, or out of sight.
- Remove or neatly coil garden hoses.
- Remove any toys or pet related items from yard.
- Remove seasonal decor.
- Straighten deck furniture.
- Cut grass and remove all weeds from cracks in concrete.



Property Interior

- Turn ALL inside lights on, including lamps, under counter lights, and stove lights.
- Replace any bulbs not working.
- Open all drapes and blinds on windows with a good view. Exception would be bathrooms or bedrooms with a poor view.
- When blinds are down ensure all equally angled open.
- Conceal cords. Unplug them from the wall if needed. Except where used for lights.
- Turn all ceiling fans off. They will create a motion blur in your photograph.
- Turn off all televisions.
- Remove small rugs from floors, especially from tile or wood floors.
- Remove all family photos and personalized items. These might create unwanted distractions causing the buyer to lose focus.
- Make beds.
- Close closets. Should you want to highlight a closet please inform the photographer.
- Remove all evidence of pets including pet dishes, pet toys, pet cages, and litter boxes.
- Remove clutter from all rooms including tissue boxes, remotes, cleaning robots, brooms, stacks of paper, boxes, bags etc.
- No shoes by doors or visible anywhere else.



Kitchens

- Clear all counter tops. No dishrags or towels, soap, knives, or cutting boards. Leave 1 or 2 small appliances for size perception, more might create distractions in your photograph.
- Remove dish drying racks and dishes from the sink.
- Clear refrigerator completely of any magnets, pictures, lists, etc. Front, sides, and top.
- Remove all calendars. Calendars can promote a listing dated if it goes over 30 days.
- Remove all trash cans.
- Remove all floor mats.

Bathrooms

- Clear countertops from EVERY item considered to be personal.
- Remove toilet cleaning brushes, toilet plungers, and trash cans.
- Remove shampoo, conditioner bottles and personal items from shower and tub area.
- Ensure all toilet lids are down.
- Remove all floor mats.
- Ensure towels are neatly hung. Bonus: Put out fresh towels, neatly hung.

Final check

- Store all removed items in the garage, closets, cabinets, or pick one room in your home to store all the items NOT intended for photography.