



Real Estate Photography Pre-shoot Checklist

In today's real estate market, nearly all home buyers start their search online. Your property will be on display and needs to look its absolute best! The job will be done properly, by hiring a professional to capture and present your home in a way that will allow it to stand out.

The goal is to keep the potential buyers in mind. You want them to imagine themselves living here, which means making your home as generic as possible in order to appeal to the widest audience. The best way to do this is to remove as many of your personal items as possible and store them in an out of sight place.

Below are our suggestions to ensure your home is ready for the photo shoot!

Note: Items with asterisks (*) are the most important.

Outdoors

- * Lawn should be mowed, remove unsightly weeds from gardens, patio, walkway, driveway
- If needed, sweep the driveway, walkways, decks, and patios so they look clean
- * Remove any vehicles, RVs, boats from driveway and front of home (if possible)
- * Move trash containers into the garage, or to the far side curb away from the front of the house
- Clean and arrange outdoor furniture to make the area look appealing
- * Clear lawn of leaves and debris
- Uncover grill and open patio umbrella
- Remove garden hoses, or neatly display
- * Yard and driveway should be free of unnecessary clutter (tools, toys, empty pots/dead plants, construction materials, etc.)
- * Garage door closed

We generally do not take garage photos, unless it is a major selling point of the home. If the garage is to be photographed, declutter it as best possible.

Living areas

(Living room, family room, finished basement)

- Arrange furniture so each room looks as large as possible (It may be necessary to remove excess furniture to make the room more spacious)

Kitchen

- * Wipe counters/clear sink and counters of all dishes
- * Remove items hanging on the refrigerator (such as magnets, photos, papers, etc.)
- Remove sponges, soap dispensers, dish drain
- * Remove items from the top of the fridge
- Remove floor mats/small area rugs
- Remove small appliances from counter tops
- Display a bowl of fruit (real or artificial) to add a splash of color
- Hide trash/recycle bins

Bedroom

- * Make sure beds are neatly made
- * Clear personal items off bedside tables
- Make sure items stored under the bed can't be seen
- * If walk-in closets are to be photographed, they should appear neat and organized
- * Hide clothes and shoes from view

Bathroom

- * Remove toiletries (such as soap, toothbrushes, shampoo, etc.) from sink and shower area
- Display a clean towel on the towel rack
- Put a fresh roll of toilet paper in the holder
- * Put away toilet brushes
- Remove floor mats/small area rugs

General

- Floors should be tidy
- Turn off all ceiling fans
- Replace any burned out light bulbs
- Hide waste baskets/laundry hampers
- Clean mirrors
- Dust furniture
- * Remove family photos
- * Remove pet items (beds, bowls, toys, litter boxes)
- Remove seasonal décor
- Hide (or remove) wires that can be seen hanging from wall outlets
- * Remove personal items (including sport team memorabilia, political/religious items)
- * Remove all clutter (such as remote controls, gaming systems, papers, phone chargers, etc.)
- * Best to hide children's toys and portable cribs; if they can't be removed, display neatly