



# JBA VIDEO

REAL ESTATE LISTING PREP CHECKLIST

# GENERAL PREP



## Be Shoot-Ready:

- Cleaning
  - Dusting, vacuuming, windows washed, etc..
- Staging
  - Larger items in place



## Secure or Remove Pets:

- Dogs secured or off the property
  - Ensures the safety of the photographer and equipment
  - Avoid penalties from the MLS
- Cats secured and away



## Plan Not To Be Seen:

- All occupants should plan to be off the property or remain in areas where they cannot be seen

# OUTSIDE PREP



## Clear the cars:

- No cars in the driveway or in the street in front of the home



## Hide Trashcans:

- Placed on the side of the property or in the garage



## Hide Hoses:

- Do this the day before the shoot to avoid leaving puddles in your pictures



## Clean Patio Furniture

- Dust and remove cobwebs from all outdoor furniture
  - Do not host down your furniture the day of the shoot, since this can create puddles



## Prep the Yard:

- Yard should be mowed and cleared of any toys, tools, etc.
- Do at least 24 hours prior to your photoshoot

# OUTSIDE PREP



## Prep Pool and Spa

- Please have pool cleaned with covers removed
- For spas, provide instructions with how to turn it on



## Prep Water Features:

- Fountains, waterfalls, etc.
  - Clean them and provide instructions with how to turn them on



## Remove For-Sale Sign

- Visible signs violate MLS rules



## Turn Off Sprinklers:

- Do not water the day of the shoot to avoid puddles on pavement



## Pick Up Poop:

- Make sure *all* animal droppings are cleared from the yard

# INSIDE PREP



## Declutter Kitchen:

- Dishes, sponges, rags, etc., should be put away
- Remove all magnets, pictures, etc., from the refrigerator
- Remove throw rugs



## Declutter Bathroom:

- Toothpaste, toothbrushes, razors, and other "personal items" should be hidden
  - Decorative, unused soaps, candles, flowers, etc. are preferred
- Remove throw rugs



## Prep Bedrooms:

- All beds should be made
- All items put away



## Declutter Walk-In Closets (Optional):

- Standard closets are not shot, large and/or well-appointed walk-in closets can be photographed
  - Declutter and consider staging with high end garments



## Declutter and Depersonalize Offices:

- Organize and put away loose paperwork
- Do not have any personal or identifying information in view
  - Diplomas are fine to leave on walls, and *if requested before the shoot* names can be blurred in post processing



## Hide Trashcans:

- Hide all of them in closets or the garage

# INSIDE PREP



## Hide Portable Fans:

- Ceiling fans are selling items but portable fans can give the wrong impression
  - Hide all portable fans in closets or the garage



## Hide Cords and Remotes:

- Hide TV remotes, game consoles, and any noticeable cords



## Clear Entryways:

- Remove all shoes, umbrellas, and similar items from entryways



## Open Blinds with Views:

- Indoor photos will show outdoor views
  - Keep closed if window looks onto a neighbor or other unappealing view



## Turn On Lights:

- Please make sure all interior lights are turned on
  - If need-be please replace all burned-out bulbs at least 24 hours before the photoshoot



## Turn Off Ceiling Fans:

- Please make sure all ceiling fans are turned off

# TWILIGHT PREP



## Turn On All Interior and Exterior Lights:

- All lights throughout the property need to be turned on
- Please replace all burned-out bulbs at least 24 hours before the shoot



## Turn On All Spas and Remove Covers:

- Remove the spa cover and turn it on before I arrive
  - Turn on all the lights in the spa as well



## Turn On Pool Lights:

- Turn on the pool lights before I arrive



## Turn On Water Features:

- Turn on fountains, waterfalls, or similar water features before I arrive