

Preparing for Your Real Estate Photo Shoot

What Should We Do to Prepare the Home for the Photoshoot?

- ☐ At a minimum, the house should look clean and organized.
- ☐ Decluttering countertops go a long way in making a home look open and inviting.
- ☐ Smaller things, such as removing visible garbage cans, can also make the house look cleaner.
- ☐ Perhaps most important, check to ensure every light fixture in the home turns on with a working light bulb. Be sure to check that your light bulbs are all the same color. (5000-6000K is preferable)

EXTERIOR:

- ☐ Park vehicles away from the house or in the garage.
- ☐ Freshen up landscaping.
- ☐ Remove trash, branches, leaves, etc.
- ☐ Remove dead plants, trees, etc.
- ☐ Sweep outdoor space and walkways.
- ☐ Remove visible foliage from the roof and gutters.
- ☐ Spread fresh mulch.
- ☐ Remove debris, hose, and toys from the pool.
- ☐ Store outdoor trash and recycling bins - it is best to place them in a garage area in an outside shed for the photoshoot.
- ☐ Store garden hoses and caddy.
- ☐ Store outdoor tools, equipment, and so on.
- ☐ Store toys, bikes, etc.
- ☐ Store BBQ and accessories or clean it.
- ☐ Wash windows and glass doors.
- ☐ Clean outdoor furniture.
- ☐ Place pillows, umbrellas, etc., on outdoor furniture.
- ☐ Straighten outdoor furniture.
- ☐ Store seasonal decor.
- ☐ Mow the grass, rake up leaves, pull weeds, and remove any dead vegetation.

SWIMMING POOL AND SPAS:

- ☐ Ensure their cleanliness.
- ☐ Get rid of dirt off the bottom and remove debris floating on top.
- ☐ Remove the cover, floating chlorine dispenser, pool sweep, and pool toys.
- ☐ Straighten lounge chairs, stow cleaning tools, and set up your patio umbrella if you have one.
- ☐ Turn on pool light(s), spa bubbles, and waterfalls.

INTERIOR: LESS IS MORE

Window Shades Shutters and Blinds:

1. **Horizontal blinds and shutters** - it is best to keep horizontal blinds down. However, open the blades in a slightly flat to upward position in order to see the exterior. The exception is when you do not want to see outside the window (side of a house when a neighbor's house is visible.) In those cases, turn the shutter blades up a little.
2. **Vertical blinds** - usually look best fully open. The most important thing is that any wall with multiple window coverings is adjusted all the same.

- ☐ Clear all countertops and remove clutter.
- ☐ Depersonalize home with photos, names, etc.
- ☐ Turn off fans; store portable fans.
- ☐ Clean mirrors and windows.
- ☐ Vacuum carpets and polish floors.
- ☐ Store waste baskets in laundry baskets out of sight.
- ☐ Store pet dishes, toys, beds, etc.
- ☐ Turn off televisions, computers, and dust screens.
- ☐ Display attractive books, magazines, etc.
- ☐ Store remote controls and chargers.
- ☐ Straighten furniture.
- ☐ Hide electrical cords and cables.
- ☐ Store toys and video games.
- ☐ Store seasonal decor.
- ☐ Remove rugs and runners in kitchens, entryways, and bathrooms so that the floor can be seen clearly.
- ☐ Remove excess furnishings and knick-knacks from rooms.

KITCHEN:

- ☐ Remove dirty dishes, food, etc.
- ☐ Store food.
- ☐ Clear counters of clutter and small appliances.
- ☐ Remove refrigerator magnets, photos, etc.
- ☐ Clean surfaces and appliances.
- ☐ Hide soaps, towels, cleaning items, etc.
- ☐ Store drain racks.
- ☐ Organize open shelves.
- ☐ Sweep and mop the kitchen floor and rug.

LIVING AREAS, DINING ROOMS and STUDIES:

- ☐ Minimize photos and personal items.
- ☐ Organize bookshelves.
- ☐ Minimize knick-knacks.
- ☐ Set tables with simple place settings or leave clean and empty.
- ☐ Organize and clear desks as much as possible.
- ☐ Hide and minimize cords where possible (use zip ties and/or unplug cords that are highly visible).
- ☐ Remove excess furniture and accessories.

BEDROOMS:

- ☐ Make beds and remove wrinkles.
- ☐ Arrange decorative pillows.
- ☐ Store clothing and shoes.
- ☐ Remove clutter including items underneath the bed if they can be seen.
- ☐ Tidy master closets.
- ☐ Declutter and depersonalize bedside tables.
- ☐ Organize children's rooms and remove clutter (excess toys, sports equipment, computer gaming equipment, and clutter from desks).
- ☐ Remove laundry and stow hampers.

BATHROOMS:

- ☐ Close toilet lids.
- ☐ Remove countertop items.
- ☐ Remove bath and shower items.
- ☐ Store toilet brushes, plungers, and wastebaskets.
- ☐ Store towels. soaps and candles.