

Pre-Shoot Checklist

Achieving stunning property photos and video starts well before the shoot. Buyers are attracted to luxury home listings that have extraordinary photos and videos, which are consumed more rapidly than text descriptions. Please use your best judgment to ensure that the following items are completed prior to your photographer or videographer arriving at the property.

GENERAL TIPS

- Declutter by donating, recycling, disposing or selling any unwanted items
- Depersonalize by putting all photos, artwork, sentimental items, etc. away
- Deep clean everything (windows, screens, light fixtures, bathrooms, kitchen appliances, surfaces, etc.)
- Complete minor repairs (touch up scuff marks, fix loose handles, etc.)

FRONT AND BACKYARDS

- Complete minor landscaping improvements (mow the lawn, remove weeds, add flowers, update hardware, etc.)
- Ensure that no vehicles are in the driveway or on the street in front of the home
- Close garage doors
- Set up or stage any patio furniture or sitting areas (umbrellas open, cushions straight, etc.)
- Remove trash or recycling bins
- Tidy up garden hoses
- Put all equipment, toys, and/or hardware away
- Remove pet-related equipment and/or waste
- Turn any water features or firepits on (remember to shut off after the shoot!)

LIGHTING

- Open curtains/blinds completely in every room
- Switch on all interior and exterior lights, including floor lamps, table lamps, under-cabinet lighting, stovetop lighting, bedside reading lamps, ceiling fan lights, and other light sources
- Ensure that all light bulbs work or replace any burnt-out bulbs
- Turn ceiling fans off

KITCHEN

- Declutter and remove all non-decorative items from counters (dish soap, paper towels, phones, cleaning supplies, toasters, utensils, etc.)
- Remove magnets, photos, kids' artwork etc. from the refrigerator and walls

LIVING ROOM

- Fluff up pillows on couches and chairs
- Declutter books, papers, décor from tables, countertops and bookshelves
- Hide TV or electronics cables and remote controls

BEDROOMS

- Ensure beds are made and straightened
- Ensure clothes are put away and closets are tidy
- Organize and put toys away in kids' bedrooms

BATHROOMS

- Clear countertops of non-decorative items
- Lower all toilet seats
- Remove toiletries from bath/shower area
- Open shower curtains/door to show off tiling/fixtures