

# Pre-Photography Checklist

When it comes to real estate photography, a clean and clutter-free home holds immense value. Potential buyers are deeply influenced by first impressions, and visually appealing images are essential for capturing their attention. These captivating visuals greatly enhance your chances of attracting interested buyers and facilitating a smooth selling process. Taking the time to prepare your home for photography will undoubtedly yield significant returns.



## Exterior

A dry driveway is a photogenic driveway. Please avoid washing down the driveway.

### Remove these:

- Cars, boats or other vehicles
- Trash cans
- Children's toys
- Holiday decor
- Lawn and garden tools
- Rolling basketball hoops

### Make sure to do these - WINTER:

- Test all lightbulbs (if twilight)
- please plow a path to back yard.
- Make sure fence gate can be opened
- If deck photos are needed, they must be cleared of snow and ice and salted
- Please plow or shovel driveway/sidewalk



## Living Room

Arrange furniture to highlight your fireplace or other unique features.

### Remove these:

- Clutter from tables
- Easily moveable family photographs
- Holiday decor
- Children's toys/video games
- TV remote controls
- Excess furniture

### Make sure to do these:

- Arrange pillows and cushions
- Fold and drape any blankets
- Small room: remove table leaf
- Large room: add table leaf
- Open blinds and curtains
- Test/replace light bulbs
- Turn off all ceiling fans



## Kitchen

Add a vase of flowers, a bowl of fruit, or cookbooks for a pop of color.

### Remove these:

- Clutter from countertops
- Items on refrigerator doors
- Small appliances (blenders, etc)
- Hanging dish towels
- Sponges, gloves, and dish soap
- Paper towel rolls and rags

### Make sure to do these:

- Wipe down appliances
- Test all lightbulbs
- Open blinds and curtains
- Put away food
- Hide trash can
- Clean the sink



## Bathrooms

Glass shower doors can sell a bathroom. Make sure they are sparkling clean.

### Remove these:

- Clutter from countertops
- Soap, shampoo, etc from shower
- Toilet paper
- Excess towels
- Dirty linens
- Plunger, toilet brush, etc.

### Make sure to do these:

- Put toilet lids down
- Test all lightbulbs
- Open blinds and curtains
- Clean the shower
- Clean the mirrors
- Clean the sinks



## Bedrooms

Bedrooms look and feel best when they are light, airy, and uncluttered.

### Remove these:

- Clutter from nightstands
- Family photographs
- Children's toys
- Trash cans and hampers
- Clothing and shoes
- Excess furniture

### Make sure to do these:

- Make the bed
- Fluff decorative pillows
- Open blinds and curtains
- Hide jewelry boxes
- Test all lightbulbs



## Miscellaneous

Help set your house apart from others on the market by paying attention to the details. Great photos of your home can yield fantastic results!

### Don't forget the details!

Turn on all lights (lamps and ceiling) to brighten up spaces and switch off ceiling fans. Remove all pet-related items, utilizing the garage for temporary storage. Temporarily remove religious or political artifacts for a neutral atmosphere. Consider storing or minimizing personal collections like figurines, sports memorabilia, or hobby items to avoid distracting potential buyers. Move pet beds, blankets and hide food and water bowls during the session to maintain a clean and organized appearance. Hide pet toys, leashes, and accessories to minimize visual distractions and keep the focus on the property. Eliminate pet hair and stains by vacuuming carpets, upholstery, and mopping floors. Ensure secure and tidy enclosures for caged pets, while cleaning and temporarily hiding litter boxes to maintain cleanliness and minimize odors.