

PRE-SHOOT CHECKLIST PREPARING YOUR HOME FOR PROFESSIONAL REAL ESTATE PHOTOGRAPHY



Pre-Shoot Checklist

Preparing Your Home for Professional Real Estate Photography

Proper preparation helps ensure the best possible photos and can make a meaningful difference in how quickly a home sells. Following this checklist will help the shoot run efficiently and showcase the property's full potential. A little preparation goes a long way toward creating polished, market-ready images.

General Preparation

- ☐ Declutter all surfaces and countertops
- ☐ Remove personal photos and personal items
- ☐ Clean all windows inside and out
- ☐ Vacuum and mop all floors
- ☐ Remove pet items and litter boxes
- ☐ Take out all trash and recycling
- ☐ Turn on all lights and lamps throughout the home
- ☐ Open all blinds and curtains for natural light
- ☐ Turn off all ceiling fans, TV's, and computer screens

Kitchen

- ☐ Clear all countertops completely
- ☐ Hide small appliances and dish soap
- ☐ Remove magnets and papers from the refrigerator
- ☐ Empty and clean the sink
- ☐ Arrange fresh fruit or flowers as staging (optional)
- ☐ Ensure all cabinet doors are closed

Bathrooms

- ☐ Remove all toiletries from counters and the shower
- ☐ Put away toothbrushes and personal items
- ☐ Close toilet lids
- ☐ Hang fresh matching towels
- ☐ Remove bath mats and rugs
- ☐ Clean mirrors and fixtures until spotless

Bedrooms

- ☐ Make all beds with fresh linens
- ☐ Remove clothes and items from floors
- ☐ Clear nightstands
- ☐ Organize closets; doors may be opened for photos
- ☐ Remove exercise equipment if possible

Outdoor Areas

- ☐ Mow the lawn and trim hedges
- ☐ Remove garden hoses and tools
- ☐ Clean patio furniture or store it if worn
- ☐ Sweep walkways and the driveway
- ☐ Remove trash cans from view
- ☐ Park all vehicles off the property or in the garage
- ☐ Turn on pool lights and remove snake

Final Touches

- ☐ Turn on all interior and exterior lights
- ☐ Set the thermostat to a comfortable temperature
- ☐ Do a final walkthrough 30 minutes before the shoot
- ☐ Plan to be away during the photo shoot if possible

Thank you for taking the time to prepare your home. These simple steps make a significant difference in the final photos and help present the property at its very best. If you have any questions, please contact BW Real Estate Media.