

Preparing for Professional Photography

A room-by-room checklist for a polished first impression

PHOTO-DAY GOAL

Have the home fully staged, clean, bright and camera-ready before the photographer arrives.

Why preparation matters

- Most buyers see a property online before scheduling a showing. Clean, uncluttered rooms help the photographs show the home's space, light and features rather than everyday distractions.

Lighting

- Turn on every light, including lamps, under-cabinet and accent lighting.
- Replace burned-out bulbs and use matching bulb color temperatures when possible.
- Open blinds and curtains. Turn off all ceiling fans.

Windows and glass

- Clean interior windows, sliding glass doors, shower doors and mirrors. Streaks and fingerprints become especially noticeable when light is coming through the room.

Kitchen

- Clear most countertop items, including dish racks, cleaning products and paper towels.
- Remove refrigerator magnets and papers. Empty and clean the sink.
- Leave only one or two attractive items, such as a coffee maker, small plant or decorative object.

Bathrooms

- Create a clean, hotel-like appearance. Remove toiletries, toothbrushes, razors, medications, soap bottles, cleaning products and bath toys.
- Clear tubs and shower enclosures. Fresh matching towels can provide a polished finish.

Bedrooms and closets

- Make every bed neatly and clear floors and nightstands.
- Organize visible closets. Pack excess or seasonal items if needed so storage areas do not look overcrowded.

Furniture and decor

- Remove unnecessary, oversized or worn furniture when practical. Simplify excess decor and personal photographs so rooms feel open, clean and neutral.

Garage, laundry and storage

- Consolidate stored items, organize shelves and bins, sweep floors when needed and keep utility spaces reasonably neat.

Exterior and driveway

- Remove vehicles from the driveway when possible. Put away hoses, trash containers, toys and other movable distractions. Straighten patio, lanai and pool furniture.

Final 10-minute check

■ Lights on; fans off	■ Blinds and curtains open
■ Counters and sinks clear	■ Beds made
■ Trash emptied	■ Vehicles moved when possible
■ Pets secured	■ Visible clutter removed

By the Numbers: Florida Sun Coast Real Estate Insights
Data-driven market insights for Sarasota, Bradenton and Longboat Key real estate.