

Agents Choice MediaSM

Real Estate Photo-Ready Checklist

This checklist is designed to be your game plan for capturing your listing.

Our goal is to work with our clients to showcase the property beautifully while ensuring our clients (and homeowners) can return to their regular activities as quickly as possible. Having the home 100% prepared **before** the photographer arrives is the best way to achieve this.

Our system will send a text and email appointment reminder approximately 36 hours before a scheduled shoot. To avoid any cancellation, rescheduling fees, or having to return for a reshoot, clients are requested to make schedule changes at least 24 hours in advance of their appointment.

General Preparation

- Day before:** We recommend having the property 100% photo-ready the day before your appointment. If it won't be ready, reschedule at least 24 hours in advance.
- Interior cleaning:** Surfaces should be dry for photos. Please complete any last minute interior cleaning **at least one hour before** our arrival.
- Staging:** all staging should be completed **at least one hour before** our arrival.
- Moving items:** Photographers will not move furniture and should not have to wait for things to be moved from room-to-room.
- People and Pets:** Homeowners and pets should NOT be present during the shoot
- Last minute clutter:** Any remaining clutter should be tucked away in closets, storage areas, or the garage to keep things moving smoothly.

How long is the appointment?

Most appointments require the photographer to be inside at least one hour.

You will find the estimated duration in your booking email.

If you have ordered a higher end package, we may be using up 4 different cameras. For this reason, you should expect us to be inside for up to about 3 hours (depending on the services ordered and the size of the home).

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Outdoor Prep

- Wet cleaning must be completed at least 6 hours before your appointment.**
- Remove all real estate signage from the yard and windows.
- Mow lawns, trim shrubbery, and tidy up gardens.
- Roll up hoses and hide anything you do not want in the photos.
- Clean and open outdoor umbrellas; remove if faded.
- Clean and uncover pools, hot tubs, fountains, etc.
- Turn **ON** all water features such as hot tubs, fountains, etc.
- Remove pool vacuums and hoses.
- Sweep driveways and walkways.
- From inside, look out the windows. Hide anything you do not want in the photos.
- Move all vehicles from the driveway and park 1-2 houses away.
- Have a leaf blower with a charged battery, or broom available if possible.

Windows & Lighting

- Clean all windows inside and out.
- Open curtains wide.
- Open blinds at right angles (90°) to the glass to see outside.
- Turn **OFF** all ceiling fans.
- Turn **OFF** all TVs.
- Turn **OFF** all computer screens.
- Turn **ON** all lights, lamps, under cabinet lights, hallways, closets, etc. and ensure all bulbs are working and match in color.
- Turn **ON** all exterior lights.

Personal and Pet Items

- Remove all family portraits, papers on the refrigerator, anything personal, or anything you do not want to appear in the photos.
- Remove all pet-related items such as kennels, food and water bowls, bedding, etc.

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Interior Living Areas

- Declutter all rooms; hide remote controls and power cords.
- Straighten couch pillows and lamp shades.

Kitchen & Dining

- Clear and clean all counters; remove soaps, paper towels, and dish towels.
- Empty and clean the sink; put away all dishes.
- Clear the refrigerator of all items and magnets.
- Hide garbage containers in the garage or a closet.

Bathrooms

- Clear all counters and showers of products (use a box to hide daily items).
- Clean mirrors and glass shower doors.
- Close all toilet lids and fold/hang towels neatly.

Closets & Storage

- Keep walk-in closets neat and clean for the camera.
- Use secondary closets to hide clutter from other rooms.