



Real Estate Photography Prep Checklist

A clean, well-staged home feels inviting and allows buyers to picture themselves living there. Proper preparation highlights your home's best features, increases interest, and makes it stand out in the market. Taking the time to get everything ready before the photoshoot helps create a strong first impression and boosts your home's appeal.

GETTING READY FOR THE PHOTOSHOOT

1. Stage Your Home:

- Ensure every room is fully prepped and staged ahead of time.

2. Clean & Declutter:

- Remove personal items and excess décor from all rooms.
- Wipe down windows, mirrors, and surfaces for a polished look.

3. Arrange & Enhance:

- Neatly arrange furniture and clear pathways.
- Add simple decorative touches like fresh flowers if desired.

4. Outdoor Preparation:

- Tidy up the yard, driveway, and patio areas.
 - Remove vehicles and any visible clutter.
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30 MINUTES PRIOR TO THE PHOTOSHOOT

- Ensure all people have stepped out of the rooms being photographed.**
- Secure all pets in a safe area and keep them out of the building during the shoot.**
- Open all curtains and blinds** to let in natural light.
- Turn on all lights throughout the home** for even brightness.
- Turn off ceiling fans and other moving fixtures** to avoid motion blur.
- Ensure all rooms and pathways remain clear and ready for the photographer.**