

Make the first impression count!

Today's buyers start their home search online, so strong first impressions matter. Use this checklist to prepare your listing and ensure it looks its absolute best in your photos.



Home Photo Shoot Preparation Checklist

General Preparation

> Entire Property

- Ensure all lights are working (replace burnt-out bulbs)
- Use consistent bulb color temperature (preferably warm white)
- Open all curtains/blinds for natural light
- Turn on all interior and exterior lights
- Remove personal items (family photos, mail, documents)
- Hide valuables and sensitive items
- Declutter all spaces (less is more)
- Clean all surfaces (dust, wipe, polish)
- Vacuum and mop floors
- Check for visible cords and hide them
- Ensure temperature is comfortable (for staging and crew)

Exterior Preparation

> Front of Home

- Mow lawn and trim edges
- Remove weeds and dead plants
- Trim bushes/trees blocking the house
- Clear driveway and walkways
- Remove cars from driveway/street (if possible)
- Clean front door and entry area
- Add simple touches (fresh doormat, potted plants)
- Hide trash bins, hoses, tools



> **Backyard / Outdoor Areas**

- Clean patio/deck areas
- Arrange outdoor furniture neatly
- Remove covers (if furniture is presentable)
- Clean pool/spa area (if applicable)
- Remove toys, tools, and clutter
- Sweep leaves and debris
- Turn on water features (if clean and functional)

Interior Preparation

> **Entryway**

- Clear shoes, coats, and clutter
- Clean door and glass
- Add simple decor (plant, neutral piece)

> **Living Room / Family Room**

- Arrange furniture symmetrically
- Fluff and straighten pillows
- Fold blankets neatly
- Remove remotes, magazines, clutter
- Clean TV screen and surfaces

> **Kitchen**

- Clear countertops (leave minimal decor)
- Remove dish racks, sponges, soap bottles
- Clean all appliances (no fingerprints)
- Hide trash cans
- Stage with simple items (fruit bowl, coffee setup)
- Ensure sink is empty and spotless



> Dining Area

- Clean and center dining table
- Use simple centerpiece (optional)
- Align chairs evenly

> Bedrooms

- Make beds tightly with clean linens
- Use neutral bedding if possible
- Remove personal items and clutter
- Clear nightstands (keep minimal decor)
- Hide laundry and hampers

> Bathrooms

- Deep clean all surfaces (mirrors, glass, tiles)
- Close toilet lids
- Remove personal toiletries
- Set fresh towels neatly
- Hide trash cans and cleaning items

> Home Office

- Clear desk of clutter
- Organize cables and equipment
- Remove paperwork and personal items

> Laundry Room

- Hide detergent and supplies if possible
- Clear surfaces
- Remove laundry baskets



> **Garage (if included)**

- Organize and declutter
- Sweep floor
- Hide excessive storage mess if possible

> **Final Pre-Shoot Checklist (Day Of)**

- All lights ON (interior + exterior if needed)
- All blinds/curtains adjusted evenly
- Toilet lids down
- Trash removed
- No people or pets visible
- Cars removed from visible areas
- Quick walkthrough for missed clutter

> **Optional Enhancements (For Premium Shoots)**

- Fresh flowers or greenery
- Styled coffee table/books
- Light staging elements (pillows, throws)
- Turn on fireplace (if safe and clean)
- Set dining table (minimal, elegant)

Goal: Clean, bright, spacious, and neutral presentation that allows buyers/viewers to imagine themselves in the space.

Contact us to book your next shooting:
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