

REAL ESTATE PHOTOGRAPHY PREP GUIDE

GENERAL

- 01 Lights**
Turn on all recessed lightings and turn off floor and table lamps. Open all blinds, drapes, and shutters evenly. Keep ceiling fans off. Replace any broken bulbs.
- 02 Tidy Up**
Hide all personal items such as picture frames, keepsakes, and day to day items. Hide all cords and wires the best you can.
- 03 Clean Clean Clean**
Clean windows, surfaces, and mirrors to make photos shine!
- 04 Utilize Colors**
For linens and wall paint use light neutral colors. Sprinkle in some colored items like flowers, candles, or throw pillows to make photos pop.
- 05 Hire a Professional**
Staging companies and cleaners go a long way in prepping a home for sale.
- 06 Less is More**
Create a blank slate for potential buyers to picture their own life. Crowded photos don't look great and can take up time on site moving stuff around.

CHECKLIST FOR STANDOUT IMAGES

LIVING ROOM

- 01 Remove Personal Items**
Like pictures, magazines, and excessive artwork.
- 02 TV's Off**
Turn off TV's and also computers. Hide Remote controls. Screens will be blacked out or replaced with image.
- 03 Couch Cushions Fluffed**
And decorative throws draped naturally.
- 04 Add Flowers**
Or high end candles to create an inviting looking space.
- 05 Remove Rugs**
Smaller rugs removed will show original flooring.
- 06 Remove Entertainment**
Video game consoles, DVD & Blu-ray collections, and loose cables / powerstrips.

KITCHEN & DINING ROOM

- 01 De-Clutter Countertops**
Remove all soaps, sponges, and hand towels.
- 02 Remove Fridge Flair**
Such as pictures, calendars, magnets, and food menus.
- 03 Remove Daily Items**
Utensils, coffee makers, mail, key racks, and paper towels. Can leave high end appliances like standmixers or knife blocks.
- 04 Align Chairs**
And straighten stools, remove some if too crowded.
- 05 Add Fresh Fruit**
Cookbooks and wooden cutting boards look great too. Add centerpiece for dining table.
- 06 Simplify Cabinets**
Minimize visible items in cabinets or china cabinets. Temporarily stow in hidden cabinets.

BEDROOM & OFFICE

- 01 Beds Made**
Pillows fluffed and sheets smoothed out.
- 02 Hide Hampers**
And any garbage cans.
- 03 Clothes & Linens**
Keep in closet and neatly folder decorative linen.
- 04 Desks**
Remove clutter, paperwork, pens, cups, ect. If possible remove any monitors, mouse, and power cords. Wheeled chairs and mat can be replaced with a simple chair for cleaner shots.
- 05 Clear Under Bed**
So nothing is visible to camera.
- 06 Clear Nightstands**
Of all personal items or dated alarm clocks.
- 07 Hide Chargers**
For laptops and phones. Also all cords hidden best as possible.
- 08 Kids Room**
Remove any toy boxes or bulky plastic items. Any personal names and artwork should be removed. 1 or 2 kids books or nice stuffed animals look great.

BATHROOM

- 01 Clear Items**
Remove toothbrushes, cosmetics, medication, deodorant, ect. Also shampoos, soaps, sponges, razors, and loofahs from shower or tub.
- 02 Toilet Seats Down**
No need to show inside.
- 03 Neatly Fold Towels**
Straighten them and use same color, preferably white.
- 04 Fresh Toilet Paper**
Shows a well maintained home.
- 05 Remove Rugs**
And laundry baskets to show flooring.
- 06 Remove Trashcan**
Also plunger and toilet brush.

EXTERIORS

- 01 Move Vehicles**
Out of driveway and front of home before shoot time.
- 02 Move Garbage Cans**
Out of sight in front of neighbors temporarily, in garage, or behind fence.
- 03 Remove Garden Tools**
Like hoses, sprinklers, rakes, and buckets.
- 04 Mow & Rake**
Pull any weeds and trim shrubs as needed.
- 05 Tidy Patio Area**
Organize patio furniture. Vacuum and tidy pool area. Remove vacuums, toys, and cleaning items.
- 06 Add Wine and Fruit**
To patio tables to create inviting atmosphere.