

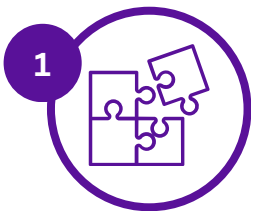
# PRE-SHOOT CHECKLIST

## How to maximize your home's potential?

MAKE A GOOD FIRST  
IMPRESSION

The photos of your home create the initial impression for potential buyers. Ensuring optimal conditions during the photo shoot is crucial! Decluttering and cleaning your home before our arrival is essential for capturing the best shots of your property. Use the pre-shoot checklist below to prepare for the shoot and ensure a seamless process:

### 4 Essential Steps for a Successful Shoot



1

#### PREPARATION IS THE KEY FOR YOUR HOME SALE

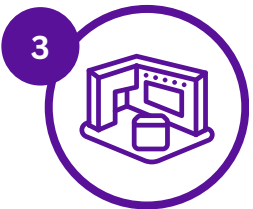
Your home's marketing is the most important piece of the selling puzzle. It begins with your preparation, paired with a great photographer.



2

#### FOLLOW OUR CHECK LIST

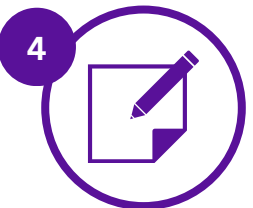
Make sure your home is prepared by completing the checklist before the photographer arrives to optimize their time and skills.



3

#### BE PREPARED TO LEAVE FOR A FEW HOURS

It is recommended to vacate the home during a photoshoot to provide the photographer with a distraction-free environment and optimize the process. Is best to treat the shoot like a showing. Great practice!



4

#### LEAVE INSTRUCTIONS FOR THE PHOTOGRAPHER TO LOCK UP

If you're not home after the photoshoot, the photographer will inform the Realtor when they're done. Leave a key and instructions for locking up.



“Home staging used to be optional.  
Today, it’s a necessity in selling a house.”  
— Barbara Corcoran





## EXTERIOR: FRONT/BACK

- Close garage doors
  - Mow & rake the lawn, trim edges
  - Rake & sweep up debris
  - Clean up noticeable large weeds
  - Clean up fallen tree limbs / tree waste
  - Clean up toys, bicycles, skateboards, sports balls, soccer goals, gardening equipment (hoses & tools), etc away
  - Store away seasonal decor
  - Remove cobwebs from eaves and doorframes (Do not hose down your furniture the day of your shoot; this can create puddles)
  - Remove empty planters
  - Remove Real Estate Sign
  - Arrange/clean all patio/outdoor furniture removing dust and cobwebs (including deck/porch area such as cushions/pillows which should be fresh and not faded)
  - Remove travel trailers and RVs
  - Remove cars from driveway and front of home (allowing for clean image of the front of the house)
  - Close all windows
  - Hide trash bins (hidden in the garage is best)
  - Sweep/remove stains from driveway, path and walkways (Do not power-wash your driveway the day of your shoot; this can create puddles)
  - Pool/Spa Areas : Remove pool cover, cleaning equipment, pool cleaners, toys, any debris; Turn on pool fountains/water features
- \*Friendly reminder\*:**
- Refrain from using sprinklers the day of the shoot, from avoiding puddles on the pavement or sidewalks
- Tips:
- Plan not to be seen: All occupants should plan on not being at the property or remain in areas where they will not appear in photographs during the photo shoot. Rooms overlap in photos; people can create shadows and reflections. There is also a risk to equipment that will be set up throughout the property.
  - Use the garage for storage: Unless requested by the real estate agent, the garage is an area that is usually not photographed. The garage is a great place to store items you'd like to hide
- “A picture may be worth a mere 1,000 words in other circles, but in real estate, it enters the realm of deal or no deal.”  
— Los Angeles Times



## INTERIOR: MAIN AREAS

- Remove personal items (such as awards, certifications, etc) and family photos.
- Remove all visible clutter
- Open shades and blinds
- Replace burned out lights bulbs
- All trash bins removed (move garbage cans out of sight)
- Remove all floor mats, door mats (if possible to reveal actual flooring)
- Tidy up or put away all children's toys
- Tidy/Hide all power cables and wires
- Hide Pet dishes/toys/beds
- Turn OFF all computer screens
- Turn OFF Televisions
- Turn OFF & clean all ceiling fans
- Turn ON all lights/lamps
- Remove any visible child-proof equipment and locks
- Sweep hard floors
- Remove newspapers, mail, magazines, etc
- Arrange DVD', games, books neatly on shelves
- Display attractive books
- Sweep/remove stains from driveway, path and walkways
- Straighten, arrange, wipe all outdoor furniture including the deck area (Arrange cushions)
- Entry area: Remove shoes, bags, floor mats, umbrellas, vacuum, all clutter. (Place all in closets)
- PETS: Place food, water, beds, toys, bowls in pantry or closet. Use lint roller on furniture to remove pet hair. Contain pets in hidden crate or outside. Clean backyard of pet waste/toys
- \*Friendly reminder\*:  
Pets must NOT be loose during the shoot.*
- Refrain from using sprinklers the day of the shoot, from avoiding puddles on the pavement or sidewalks*

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“You can't sell it if you can't see it.”  
— Barb Schwarz, The Creator of Home Staging  
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# PRE-SHOOT CHECKLIST

## INTERIOR: LIVING, FAMILY, OFFICE ROOM



- Straighten/push in dining chairs
- Remove all toys/fans/game consoles, etc
- Turn OFF TVs & put remotes away
- Turn OFF & clean ceiling fans
- Arrange DVD'/games/books neatly on shelves
- Clean and clear all surfaces, (ex. office area)
- Turn OFF computer screen

## INTERIOR: KITCHEN/DINING



- Clean & put away all dishes
- Remove small appliances from countertops
- Clean all splash backs/range hoods/large appliances (especially stainless steel)
- Hide all detergents, sponges, dish cloths, dish racks/towels & drain plugs
- Ensure range hood lights are working, replace if needed
- Remove all objects/items from exterior of refrigerator/freezer doors (magnets, photos, etc)
- Remove pets bowls
- Store food, condiments, cereal boxes, etc to pantry or cabinets
- Organize items on open shelves
- Turn on oven light for extra ambiance (if possible)
- Set dining table with low height centerpiece (if possible)
- Hide child seats booster chairs

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“In a realm where first impressions are everything, a pre-shoot checklist is your armor –it equips homes with the grace they deserve to shine in the real estate arena.”

— AI Generator Quotes, type.ai

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# PRE-SHOOT CHECKLIST

## INTERIOR: BEDROOMS



- Make bed, including decorative pillows / shams if available (Solid colors bedding photographs better than patterns)
- Press bed liners and bed skirts
- Clear nightstands of all personal items
- Store away phones/tablet charging cables and stations.
- Ensure bedside lamps are working
- Clear surfaces of clutter and remove any control remote
- Clean under bed, removing items that may show in the photos
- Store away phones/tablet charging cables and stations.
- De-clutter toys, books, games, fans, etc
- Remove/Store all personal items (photos, posters, stickers, etc)
- Store clothing/shoes in closets/dressers

## INTERIOR: BATHROOMS



- Make the bathroom sparkle
- Remove tissue boxes, bath mats off floor, cleaning products lying around
- Remove trash bin
- Hang fresh towels and double folded coordinated towels
- Remove non-matching towels
- Clean toilet and keep toilet lid down (remove toilet cleaning utensils)
- Ensure toilet roll is full
- Clean counters of toiletries
- Remove all toothbrushes, toothpastes, mouthwash, razors, hair dryer, etc
- Clean glass & mirrors
- Remove all items from tub & shower

“ ———  
“Home is the starting place of love,  
hope, and dreams.”  
— Lana Del Ray, singer-songwriter  
—————”