



PHOTO SHOOT PREPARATION GUIDE

Seller Prep Checklist

Listings with great photos sell up to **32% faster**. Use this timeline to be camera-ready when we arrive.

01 48 HOURS BEFORE

Declutter & deep clean

02 THE DAY BEFORE

Yard, staging, beds & bath

03 MORNING OF

Lights on, final walk-through

01 48 Hours Before

- ☐ Declutter ALL surfaces — counters, shelves, vanities, islands
- ☐ Remove personal photos, mail, medications, knick-knacks
- ☐ Box pet items: beds, bowls, toys, kennels, leashes
- ☐ Remove children's toys from photographed rooms
- ☐ Deep clean stainless appliances (wipe with the grain)
- ☐ Clean mirrors, shower glass & windows — streak-free
- ☐ Wipe kitchen backsplash and hood vent
- ☐ Replace burned-out bulbs; match color temp (2700–3000K)
- ☐ Confirm gate access; utilities ON for vacant homes

02 The Day Before

- ☐ Mow, edge, and blow lawn and hardscape
- ☐ Move ALL vehicles off driveway and street out front
- ☐ Pool clean & clear — no algae, no haze; sweep night before
- ☐ Clean & arrange patio furniture; umbrellas fully open or closed
- ☐ Hide hoses, yard tools, outdoor toys, trash & recycle bins
- ☐ Rake desert rock; trim dead/frost-damaged plants
- ☐ Replace non-working exterior, landscape, and pool lights
- ☐ Stage kitchen — counters clear, one decorative item
- ☐ Make beds — fresh, wrinkle-free linens, fluffed pillows
- ☐ Set dining table simply; low centerpiece
- ☐ Add folded white/neutral towels in every bathroom
- ☐ Remove extra furniture from crowded rooms

03 Morning of the Shoot

- ☐ Turn on EVERY light — overheads, lamps, vanity, closets
- ☐ Open all blinds and curtains fully
- ☐ Set thermostat to a comfortable working temperature
- ☐ Toilet seats DOWN in every bathroom
- ☐ Close all closet doors
- ☐ Clear shower & tub ledges — shampoo, razors, soap, all out
- ☐ All trash cans out of sight; garage door closed
- ☐ Confirm kitchen counters are clear
- ☐ Straighten throw pillows; fold or remove casual throws
- ☐ Final walk-through every room before we arrive
- ☐ Sellers: plan to be away ~1.5–2 hrs during the shoot

Room-by-Room Quick Hits

KITCHEN

- ☐ Counters cleared (coffee maker OK if intentional)
- ☐ No dish racks, soap, or containers on the stove
- ☐ Refrigerator magnets and papers removed
- ☐ One folded dish towel displayed neatly

LIVING ROOM

- ☐ Remotes and charging cables out of view
- ☐ Throw pillows straightened and fluffed
- ☐ Coffee table cleared (one small decor item OK)

BEDROOMS & BATHROOMS

- ☐ Beds made; matching pillowcases; nightstands cleared
- ☐ No visible clothing; dresser tops cleared
- ☐ Personal care products off shower/tub ledges
- ☐ Toilet brush & waste bin out of view

Why this matters

• Light is everything

We shoot HDR with every light on — even in midday sun. Lamps, under-cabinet, and closet lights add warmth that ceiling cans alone can't.

• Clutter shrinks rooms

Empty counters and cleared nightstands make spaces look 20–30% larger on camera. When in doubt, take it off the surface.

• The thumbnail wins

Your first MLS photo is a 200-pixel thumbnail on Zillow. Curb appeal and a clear driveway are what make buyers click.

✦ Twilight Shoots — Additional Prep

Window: **15–25 minutes** · Every light must be on when we arrive

- ☐ Walk exterior at dusk the night before — verify all lights work
- ☐ Landscape, pathway & pool lighting ON and functioning
- ☐ Pool and water feature lighting operational

- ☐ Interior lights ON before photographer arrives
- ☐ All exterior sconces working
- ☐ Replace any non-working bulbs in advance