

Real Estate Photography Checklist to Market your Home

Your photographer is the artist and they can get distracted if they have to rearrange or move distracting items. Their attention needs to be focused on a bright and clean home.

Take your time looking through the real estate photography pre-shoot checklist below. These tips will help you prepare your home.

Homebuyers are going to be much more critical of your home than they are of their own. When your home goes on the market, it needs to stay in show condition, similar to what you would find in a new model home.

When your real estate photographer shows up, they will walk the house and spend some time searching out the most important aspects to highlight potential buyers.

Professional photographers have developed a unique ability to identify the home's pros and cons. Their experience and trade tools allow them to manipulate light and space to make your home look as big and bright as possible. Photographers know how to showcase the property's best attributes.

To help prospective home buyers to imagine themselves in your home up you need to open up the floor space. Remove extra furniture, remove personal items, and de-cluttering. This will help them to feel welcomed and relaxed so they can imagine where they might put their things and become emotionally attached.

Preparing your house for the market, think through the essential items you'll want your real estate agent to put in your listing description. Be strategic about the ways that you direct your realtor to market your home.

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Exterior Checklist for Photoshoot

1. Close garage doors.
2. No parked cars in front of the house.
3. Remove trash cans, garden tools, garden hoses and sprinklers from view.
4. Sweep the driveways, patios and sidewalks.
5. Put deck/patio umbrellas up in the season and remove barbecue covers.
6. Mow the lawn, clean up any yard debris, store the mower out of sight.
7. Pool equipment out of the pool and out of sight.
8. Bushes and trees trimmed to show a clear view of the house.
9. Enhance curb appeal with pots of greenery or fresh flowers.
10. Freshen up the landscaping.
11. Remove dead plants and trees.
12. Store toys, bikes, etc.
13. Clean outdoor furniture.

Interior Checklist for Photoshoot

1. Refresh rooms with a new coat of paint. Light, neutral colors, which can help open up a room and create space, are recommended.
2. Stage the front porch or deck with furniture and potted plants.
3. ALL interior lights on. Replace non-working light bulbs.
4. Turn OFF ceiling fans, televisions and computers.
5. Clear off countertops in the kitchen and bathrooms.
6. Remove tissue boxes, soap containers, and paper towels.
7. Remove notes, pictures and magnets from the refrigerator.
8. Empty items from sinks.
9. Store pet supplies and pet dishes.
10. Put away children's toys. Declutter!
11. Put away any evidence of "work" including buckets, trash cans, vacuum cleaners, sponges, soap bottles and cleaning cloths.
12. Remove newspapers and stacks of magazines.
13. Windows and mirrors cleaned and streak free.
14. Wash all windows, frames, and sills.
15. Vacuum window blinds and shades.
16. Vacuum carpets & polish wood floors.
17. Make all beds.
18. Arrange decorative pillows.
19. Remove underneath the bed.
20. Hide electrical cords.
21. Remove excess furnishings and knick-knacks from rooms.
22. Folded towels in bathrooms. (folds the same direction)
23. De-clutter and de-personalize.
24. Clean appliances and fixtures.
25. Clean and organize the pantry, cabinets and drawers.

26. Open curtains or blinds to let in natural light. Pull back drapes.
27. Remove small rugs to show off hardwood floors. (Small rugs are distracting)
28. Close all toilet lids.
29. Remove laundry and stow hampers.
30. Store soaps and candles.