

REALTOR'S HOME PHOTOSHOOT

CHECKLIST

Making Your Property Picture Perfect!



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Introduction

Congratulations on getting ready to showcase your clients' homes through captivating photographs! A well-prepared house can make a world of difference in attracting potential buyers.

To ensure your photoshoot captures the true essence of the property, here's a comprehensive checklist that covers both the interior and exterior aspects. Let's dive in!

Interior

All Rooms:

1. **Illuminate the space:** Turn on ALL lights to create a warm and welcoming ambiance. Replace any missing or burned out bulbs to ensure every corner shines brightly.
2. **Let the natural light in:** Open and tidy curtains, allowing the sunshine to flood the rooms. Tilt blinds open and up evenly throughout the home, or open them fully to maximize the natural light.
3. **Banish distractions:** Turn off fans and TVs, and hide their remotes to eliminate unnecessary distractions from your shots.
4. **Tidy up cables:** Tuck away exposed electrical cables to maintain a clean and clutter-free appearance.
5. **Out of sight, out of mind:** Hide trash bins to keep the focus on the beautiful aspects of the home.

Living Rooms:

1. **Cozy and inviting:** Arrange cushions, blankets, and pillows neatly on couches and ottomans, creating an appealing and comfortable atmosphere.
2. **Clear the surfaces:** Remove clutter from coffee tables and end tables, allowing the captivating features of the room to take center stage.

Kitchens:

1. **Countertop magic:** Clear the countertops of items like soap, sponges, dish racks, and towels, ensuring a clean and spacious kitchen environment.
2. **Magnetic-free zone:** Remove papers and magnets from the refrigerator to present a polished and organized kitchen space.
3. **Hide small appliances:** Stow away toasters, blenders, slow cookers, and other small appliances to keep the focus on the kitchen's design and layout.
4. **Bye-bye floor mats:** Hide floor mats to showcase the beauty of the kitchen flooring.

Bedrooms:

1. Make it picture-perfect: Neatly make the beds, arranging pillows and covers to create a visually appealing scene.
2. Clear the surfaces: Remove clutter from the top of dressers and nightstands, allowing potential buyers to envision their personal touch in the room.
3. Hide laundry: Ensure laundry is out of sight, maintaining a pristine and tidy bedroom environment.
4. Underneath the bed: Double-check that nothing is showing underneath the bed, maintaining a clean and clutter-free look.

Bathrooms:

1. Vanity clean-up: Remove clutter from vanities such as soap, tissue boxes, and toiletries, providing a spa-like experience for potential buyers.
2. Conceal the trash: Hide trash bins unless they are attractive stainless steel ones with no visible trash bag.
3. Lid down, please: Close toilet lids for a polished and inviting bathroom appearance.
4. Hide the cleaning tools: Keep plungers and toilet scrubbers out of sight to maintain a clean and pristine image.
5. Clear the showers: Remove products from showers with glass doors or open curtains, allowing the beauty of the bathroom to shine through.
6. Fresh towels: Replace dirty towels with fresh ones or remove them altogether to maintain a clean and sophisticated look.
7. Bye-bye bath mats: Hide bath mats to emphasize the visual appeal of the bathroom flooring.
8. Tidy up toilet paper rolls: Ensure toilet paper rolls are neat or replace them with new, full rolls for a visually pleasing touch.

Pets

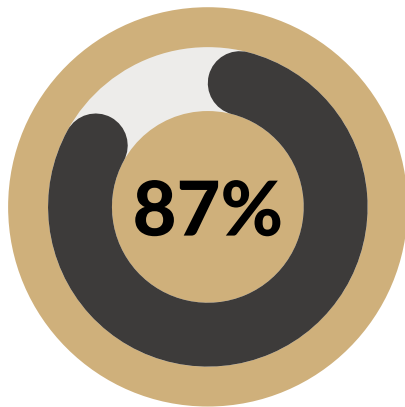
We adore our furry friends, but during the photoshoot, it's best to keep them in a safe and comfortable place. Here are our recommendations:

1. Secure pets: Put pets away in a designated area to prevent them from interrupting the photoshoot.
2. Hide pet belongings: Keep pet beds, bowls, and toys out of sight to maintain a clutter-free and inviting atmosphere.

Exteriors

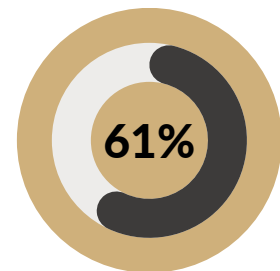
1. Driveaway views: Move cars from the driveway, preferably not directly in front of the home, to showcase the property's exterior allure.
2. Garage storage: Put trash and recycle bins inside the garage, keeping them out of sight.
3. Sign-free zone: Remove yard signs like "For Sale," home security, or school signs. Remember to put up realtor signs after the shoot, as they cannot appear in photos according to MLS regulations.
4. Tidy up the yard: Put away hoses, outdoor toys, cleaning supplies, and lawn tools to present a well-maintained and clutter-free outdoor space.
5. Outdoor charm: Arrange outdoor furniture nicely and open patio umbrellas to create an inviting and relaxing atmosphere for potential buyers.
6. Lawn perfection: Give the lawn a fresh mow and clear any debris for a clean and well-manicured look.
7. Clear paths: Sweep patios and sidewalks, ensuring they are free of dirt, leaves, or other debris.
8. Poolside paradise: Clean pools and remove pool toys, allowing the water and surrounding area to shine.

Remember, a well-prepared home translates into stunning photographs that captivate potential buyers. By following this checklist, you'll showcase your clients' properties in the best light, increasing their chances of attracting interested buyers. Good luck with the photoshoot, and may the images be a true reflection of the beauty within these homes!



According to a study by the National Association of Realtors (NAR), **87% of homebuyers found photos to be the most useful feature** when searching for properties online.

Properties with professional photos receive **61% more views** than those with amateur photos, as reported by Redfin, a real estate brokerage.



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