

PHOTOSHOOT PREP GUIDE

A little preparation helps your home look its best in listing photos and video. Use this checklist to have every space ready before your scheduled shoot.

START A DAY OR TWO BEFORE

- Clean floors, windows, mirrors and countertops. Dust furniture and remove visible cobwebs.
- Declutter each room. Store loose items in closets or the garage if those spaces will not be photographed; confirm the plan with your agent.
- Put away paperwork, valuables and items with names or private information.
- Replace burned-out bulbs and use matching bulb colors within each room where possible.

KITCHEN AND DINING

- Clear counters of small appliances, dishes, cleaning products and excess décor. A few simple accents can stay.
- Remove magnets and papers from the refrigerator. Hide garbage cans and recycling bins.
- Empty the sink, put away dish racks and towels, and wipe down appliances.
- Clear the dining table, straighten chairs and keep any centerpiece simple.

LIVING AREAS AND BEDROOMS

- Straighten furniture, fluff pillows and neatly fold throws. Clear coffee tables and nightstands.
- Make every bed with smooth bedding and neatly arranged pillows.
- Put away laundry, shoes, toys, chargers and remotes. Hide garbage cans and Kleenex boxes, and tuck visible cords out of sight.
- Clear hallways and doorways so the photographer can move easily between rooms.

BATHROOMS

- Clear vanities, tubs and showers of toiletries, toothbrushes, razors and cleaning supplies.
- Clean mirrors and glass, close toilet seats and lids, and hang fresh, neatly folded towels.
- Put away bath mats, scales, plungers and toilet brushes. Hide garbage cans and Kleenex boxes.

OUTSIDE AND SHOOT DAY

Finish the exterior and do one last walkthrough before the photographer arrives. Aim to have preparation complete when the appointment begins.

CURB APPEAL AND OUTDOOR SPACES

- Mow the lawn, tidy landscaping, pull visible weeds and clear leaves or debris from walkways.
- Move vehicles out of the driveway and away from the front of the home when possible.
- Store trash bins, garden hoses, tools, toys and loose equipment out of view.
- Sweep porches, decks and patios. Arrange outdoor furniture and straighten cushions.
- If applicable, clean the pool or spa and tidy the surrounding area. Move covers and cleaning equipment only when safe to do so.

JUST BEFORE WE ARRIVE

- Turn on interior lamps and overhead lights. Turn off ceiling fans, televisions and computer screens.
- Open curtains and raise or straighten blinds consistently to let in natural light. The photographer may adjust them as needed.
- Secure pets in a safe area away from the shoot. Put away pet beds, bowls, toys and litter boxes.
- Arrange access with your agent and make sure all areas being photographed are accessible.
- Plan for people and pets to stay out of rooms being photographed, including reflections in mirrors and windows.

IF YOUR SESSION INCLUDES TWILIGHT

- Check exterior, porch, landscape and pool lights ahead of time so they are working.
- Have interior and exterior lights on and outdoor spaces ready by the scheduled arrival time.
- Keep the driveway clear and let your agent or photographer know about any lighting issues.

ONE LAST LOOK

Walk through each room from the doorway. Check for clutter, crooked bedding, visible cords and items you would prefer not to appear online. For video or floor plans, keep paths clear throughout the home.

Share access details, special features and any preparation concerns with your agent or Stockton Media before the appointment. Leave heavy or fragile items in place if moving them would be unsafe.