



## Real Estate Photography Preparation Checklist

**Introduction:** Preparing your home is crucial to making a lasting impression on potential buyers and renters. A well-prepared property photographs beautifully, enhancing its appeal and helping it stand out in the market.

### General Preparation

- 1.) **Declutter:** Minimize personal belongings and decorations to create a clean, inviting space.
- 2.) **Clean:** Ensure thorough cleanliness throughout the home, focusing on windows, floors, and surfaces.
- 3.) **Repairs:** Address any minor damages to present the property in its best condition.
- 4.) **Lighting:** Install bright, same color lighting to illuminate the property effectively.
- 5.) **Temperature Control:** Adjust the home's temperature for a comfortable viewing experience.
- 6.) **Pet Arrangements:** Temporarily relocate pets to ensure a distraction-free environment.

### Exterior Preparation

- 1.) **Curb Appeal:** Enhance the property's frontage with tidy landscaping, a clean facade, and a welcoming entrance.
- 2.) **Driveway and Pathways:** Clear and clean all access routes to the home. Remove / hide trash cans and cars.
- 3.) **Outdoor Spaces:** Neatly arrange outdoor furniture and add decorative touches where appropriate.

## Interior Preparation

### Kitchen

**Cleanliness:** Deep clean all surfaces, appliances, and floors.

**Declutter:** Clear countertops, organize cupboards, and remove unnecessary items.

### Living Areas

**Furniture Arrangement:** Position furniture to optimize space and flow.

**Personal Items:** Store away personal photos, documents, and items to neutralize the space.

### Bedrooms

**Bed Preparation:** Make beds neatly and add decorative elements for a welcoming atmosphere.

**Closet Organization:** Tidy closets to demonstrate ample storage space.

### Bathrooms

**Sanitation:** Clean all fixtures, surfaces, and mirrors.

**Staging:** Display fresh towels and minimal, attractive toiletries.

## Special Considerations for Airbnb Photography

**Unique Features:** Highlight the property's unique selling points and amenities.

**Guest Ready:** Have the home ready and prepared as if guest were coming to enjoy their stay.

**Staging for Lifestyle:** Create scenes that depict the enjoyable lifestyle the property offers.

## Preparation on the Day of the Shoot

**Vacating the Premises:** It's best for the home to be vacant during photography to allow the photographer to work efficiently and without distractions.

**Final Touches:** Conduct a last walkthrough to adjust any final staging elements.

## Closing Note

Remember, preparation is key to successful real estate photography. While photographers can work magic with their cameras, a clean, well-staged property allows them to capture the best images possible. Don't stress—the effort put into preparing your home will reflect in the stunning visuals that attract buyers and renters.