

PRE-SHOOT CHECKLIST

Weeks Before the Shoot:

1. **Exterior:** The exterior of the home is going to be the first thing that captures potential buyers attention. Therefore, it is important that your client's review the following pre-shoot checklist so that it is photo-ready prior to the appointment time of the shoot:

- Whether it be paint, repair, or other deferred-maintenance issues, though it may be too late to finish the honey-do list, if you do not want it to show in your listing pictures, such tasks need to be taken care of before your shoot.
- Clean up the yard. Basic landscaping needs should be done as well as add additional touches to really give the home some curb appeal.
- Weed flower beds, cut the grass and add fresh mulch or seasonal flowers.
- The exterior of the house, driveways, patios, decks, walkways, and the front porch should be pressure washed.
- All windows and doors outside should be clean.
- If there is a pool, it should be clean as well.
- Also, clean any outdoor furniture or lawn décor.

2. **Interior:**

- This is a redundant comment, but as stated above under Exterior, whether it be paint, repair, or other deferred-maintenance issues, though it may be too late to finish the honey-do list, if you do not want it to show in your listing pictures, such tasks need to be taken care of before your shoot.
- Go through each room and clean up any of the clutter. You don't want to have stacks of paper or items on shelves, tables or on the floors.
- Check to make sure all the lights in the home are working.
- Deep clean all the rooms. Clean the carpets, wipe down the walls, clean the windows and window seals, and scrub the floors and bathroom tiles.
- Don't forget to give all the light switches, doors and cabinets a good cleaning as well.
- Remind your client to avoid cooking food items that may tend to linger past the time your listing goes live.
- Neighbor / Relative / Friend – smell check: Objectionable odors (food, pets, or other) are sometimes not noticed by the occupants of the home, however, someone who does not live there may notice smells that need to be removed prior to the listing going live.

General Commentary:

- If your client has decided to sell and they are willing sellers, there is no doubt that the property will sell if priced properly in a seller's market. This said, regarding

de-cluttering, try and assist your client in understanding that it is time to begin the move before the listing shoot appointment. The property will be much more appealing to a new buyer if there is no excess furniture, or personal effects in the home. This allows the buyer to envision themselves, and their family, in the home and makes your pictures and tours look so much better.

- No question that the above step takes time. Your expertise will be key in convincing the client to start this process as early as possible.

On the Day of The Shoot:

1. Exterior:

- Cars should be removed from the driveway and in front of the home. If possible, park cars down the street to allow photos of the inside of the garage.
- Keep garbage cans, garden hoses, sprinklers, lawn mowers, and any other garden or landscape tools out of sight.
- All toys, pool items, and other personal items should be removed from the yard or outdoor space.
- Review the cushions on patio furniture.
- Sweep the walkways, front porch, and patio to remove leaves and debris.

2. Interior:

- Open all curtains and/or turn the blinds horizontally in each room.
- Sweep, vacuum, and mop all floors.
- Turn on all lights including lamps but keep ceiling fans off.
- Try to keep any cables, wires or power cords hidden and out of sight.
- If the client maintains pets, clear away any toys and beds from the rooms and remove the pet dishes.
- Keep all televisions and computers off and hide the remote controls.
- Clean windows.

Kitchen and dining room:

- Wipe off the countertops and tables.
- Clean the front of all appliances.
- Remove any towels, sponges, dishes and soap dispensers from the counters, tables and sink and store them somewhere out of sight.
- Take down any items you have hanging on the refrigerator like magnets, pictures or stickers.
- Keep trash cans out of sight.
- Consider placing fresh flowers or a fruit bowl on the counter top.
- For the dining room and eat-in kitchen tables, set out nice place settings and add a centerpiece.

Bathrooms:

- Should also be wiped down and all personal items removed from the sink and shower/tub area including soap dishes, shampoos, and toothbrushes.
- Don't leave out any kid toys, scales, dirty towels or other toiletries.
- Hang the nice towels on towel bars and rings.
- Remove trash cans from the room as well as clothing hampers.
- Put the toilet lid down and install a full toilet paper roll.
- Clean the mirrors.
- Check the shower stall glass and clean if necessary.

Bedrooms:

- Clear floors and make beds.
- Tidy up the closets and put all clothes away.
- Remove personal items off shelves, desks, and dressers.
- Clean mirror above dressers.

Additionally, if there are pet occupants, it is best to move them off the property while the shoot is going on. This will ensure that they do not accidentally become part of the shoot.

Of course, it is best to pass along this list to your client so that the homeowner does the bulk of this work. Try to include a pre-shoot checklist in your communication with the client prior to the shoot. If you are able to successfully have your clients consistently follow the pre-shoot checklist on all of your shoots you will find your shoots to be much easier!