

PHOTOGRAPHY CHECKLIST

General:

- Get a tripod that extends several feet so you can look down on a room
- Take ALL photos in “landscape” mode (sideways)
- Get a second opinion from a picky/detailed friend before uploading
 - look at the photos with fresh eyes to point out anything unflattering
- Photos saved in JPG/JPEG format (phones automatically do this)

Lighting:

- No cloudy or rainy day weather pictures- we want natural light!
- Open all blinds/curtains and turn on all the lights in the house
- Shoot east-facing rooms in the morning, west-facing rooms in the afternoon, and north/south facing rooms from 10a.m.-4p.m.
- Experiment with different filters on your phone/camera

Angles:

- Shoot each room from the doorway
- Shoot each room from high up in one corner
- Get more floor than ceiling in photos when possible

Photo Prep: Exterior

- Mow/weed/sweep away grass
- Trim bushes/hedges
- Pick up sticks/ Rake leaves
- Remove all toys/tools/bikes/etc.
- Clean the pool and get all pool toys out

PHOTOGRAPHY CHECKLIST

- Hide worn out lawn furniture
- Move all cars out of view
- Hide all evidence of pets

Photo Prep: Interior

- Declutter every room- Be Ruthless
- Organize everything you don't need and store in bins or out of site
- Vacuum/mop and clean everything... again
- Remove all seasonal items
- Clean windows
- Turn off all ceiling fans
- Remove any signs of pets. This includes:
 - actual pets, pawprints on floors/doors/walls, pet toys, water/food bowls, pet beds, litter box, bird cage, food bags, etc.
- If you have children hide the following for your photos:
 - toys, arts and craft supplies, highchairs, playpens, strollers, changing stations, childproof items like gates and door/cabinet handles, etc.
 - EXCEPTION: if you have a room that screams nursery, these can be left
- Make sure the furniture matches the room (remove the card table from the living room)
- Remove all trash cans
- Remove all exercise equipment (unless you have a really nice home gym room)

Kitchen:

- Clear and clean all counters

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- Clear and clean fridge- no magnets/artwork/photos on it
- Empty and clean sink

Bathrooms:

- Clear and Clean counters and vanity shelves
- Clean Mirrors
- Close toilet lids
- Remove/hide shampoo/toothbrushes/sponges/razors/hair products
- Clean all toilets, tubs, and showers

Bedrooms:

- Make Beds
- Clear off dressers, nightstands, and desks to an organized minimum
- Closets should be empty to be half full or less (buyers want to see the space, not your stuff)

Laundry:

- Remove or Empty hampers and baskets
- Remove hangers and clothes
- Clear off counters/folding areas
- Remove/hide laundry supplies (detergent, softeners, etc.)
- Close washer and dryer and clear anything off them

Living/Family/Rec Rooms:

- Turn off all TV's and computer monitors
- Put Away all hobby items
- Arrange furniture to make the room feel open and large

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- Keep table tops clear and organized

Photo List: Exterior

- Street Front Photo during the day
- Street Front Photo at night with all lights on
- Back of House
- Porches, patios, or decks
- Swimming Pools and hot tubs if staying with the house
- Any spectacular views from your home (mountains, beaches, etc.)
- If your house is way off the road get one from the driveway entrance

Photo List: Interior

- Entryway
- Kitchen
- Dining Room
- Living/Family/Great Room
- Master Bedroom and Bathroom
- All Other Bedrooms and Bathrooms
- All Other Rooms
- Basement (whether finished or unfinished)

Other:

- Floor plans if you have them- no napkin drawings please
- Overhead or drone photos showing the house from above
- Map of Home if its close to a major attraction (mountain, lake, famous landmark, etc.)