



PRE-SHOOT CHECKLIST

GETTING YOUR HOME PREPARED TO BE SHOWN IN ITS BEST LIGHT.
TOGETHER, LET'S MAKE THE BEST FIRST IMPRESSION POSSIBLE.

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GENERAL:

- Overall de-clutter the entire house
- Thoroughly clean (vacuum carpet, mop hard floors, clean countertops)
- Clean windows inside and outside
- Remove Holiday/Seasonal decor (Christmas trees/lights, cards, calendars, etc)
- Remove any items that are potentially offensive or divisive (controversial flags, political signs, religious decor, etc).
- Visible electrical cables and extension cords are to be hidden behind appliances and cabinets
- Place all shoes/jackets in closets
- Remove TV remotes, magazines, newspapers.
- Ensure that lawns are mowed and flower beds are free of weeds.
 - Bonus points: Flower beds should be mulched.*
 - Bonus points: Edge Lawn*
- Clean up landscaping (trim shrubs, clear leaves, pick up sticks, and branches)
- Pet items (bowls, leads, scratch poles, kennels) are to be removed.
- Straighten and arrange deck furniture



EXTERIOR / FRONT

- Sweep driveways, patios, and sidewalks, ensure they're clean and free from debris
- Clean grease stains from driveway
- Remove empty planters
- Use broom to remove cobwebs from eaves and door frames
 - Bonus points: Enhance curb appeal with front door wreath, pots of greenery, or fresh flowers*
- Remove toys, bicycles, sports balls, basketball goals, soccer goals, etc.
- Place trash cans and recycle bins inside the garage or in a location that can't be seen from the street or general backyard.



EXTERIOR / BACK:

- Clean Pillows/cushions on outdoor furniture (should be fresh, not faded, & free of mold/mildew)
- Remove garden tools, garden hoses, and sprinklers from view
- Remove BBQ/Grille covers
- Ensure pool and spa water is clear and any debris (trash, dirt, plant material) is removed.
- Hide any other pool equipment (pool cleaners, hoses, covers, toys)

INTERIOR:

- Confirm all lights are and on working (replace all burned out light bulbs), including under-cabinet lights, and range hoods.
 - Bonus points: Bulbs should be of the same wattage and color*
- Ceiling fans should be off and clean.
- Floor fans, dehumidifiers and humidifiers should be removed.
- Remove personal photographs & ensure items you don't want photographed are hidden away
 - Bonus points: Replace personal photos with general landscape/object photos*
- Make all beds with your best linens and display cushions
- All personal items should be removed and stowed away from counters, tubs and showers. This includes: soap, shampoo, conditioner, sponges, toothbrushes, razors, lotions, curling irons, straighteners, speakers, and makeup.
- Halfway open all blinds/window treatments, set all blinds to the same height.
- Empty wastebaskets
- Remove all publications and mail
 - Bonus points: Display attractive books*
- Minimize knick-knacks
- Close all windows



TIPS:

- Have the idea in mind that less is more. Remove clutter and stow it in cabinets, closets, unfinished basement, garage, etc.
- Make sure each room has a clear purpose (Dining room looks like a dining room, Game room, etc.)
- Broken items should be repaired (if a fireplace is boarded up, un-board it and clean it out)
- Unused/Neglected areas should be addressed (if a pool is brown and has trash in it, drain/clean it out)
- Oversized items should be stored/replaced for photos and possibly for duration of listing process (i.e. if your couch takes up the entire living room or your desk fills the entire office; you may consider trading with a friend for a while or renting from a staging co.)

DINING ROOM:

- Clear and wipe table, dust and polish the table top if necessary
- Straighten and push in all dining chairs, space them evenly
 - *Bonus points: Add a centerpiece and candles*
 - *Bonus points: Set the table for dinner*
 - *Bonus points: Add a vase of fresh flowers*
 - *Bonus points: Add a bottle of wine and glasses*
- Remove child seats/booster chairs

LIVING ROOM/FAMILY ROOM:

- Remove stacks of magazines, mail, etc.
- Fluff and arrange furniture pillows
- Remove kids' toys

KITCHEN:

- Clear countertops completely (No knife blocks, baking supplies, mail, etc.)
 - *Bonus points: Clean all stainless steel appliances with stainless steel cleaner.*
- Clear front & top of refrigerator of magnets, papers, photos, etc.
- Store food away in cabinets
- Hide soaps, sponges and other cleaning items
- Hide garbage cans in pantry or closet
- Remove dishes from sink & breakfast area, place in dishwasher
- Remove towels hanging on the oven and dishwasher and hide any paper towel rolls.
- Put away draining rack
- Leave out a maximum of one small appliance (ex. coffee maker) per counter/table
 - *Bonus points: Organize items on open shelves*
 - *Bonus points: Place a bowl of fruit on the counter*

PETS:

- All people and pets are to be kept well away from areas being photographed, including through windows (a kennel is preferred)
- Place food, water bowls, pet toys/beds in pantry or closet
- Clear back yard of pet waste/toys

BATHROOM:

- Make bathrooms sparkle
- Clean mirrors
- Clear countertops completely.
- All personal items should be removed and stowed away. This includes: soap, shampoo, conditioner, sponges, toothbrushes, razors, lotions, curling irons, straighteners, speakers, and makeup.
- Remove shampoo, soap, loofahs, etc. from showers and tubs
- Ensure all items are removed from the shower recesses (caddies, bottles, exfoliation items, and soap).
- Remove dirty towels, Hang fresh folded towels
- Clean toilet and close the lid
- Rugs, floor mats, scales, waste baskets, and extra toilet paper should be removed and stowed to allow for the flooring to be seen.
- Medical items (medications, medical equipment, mobility aids) are to be removed

PRIMARY BEDROOM:

- Make all beds with your best linens and display cushions
 - *Bonus points: include decorative pillows/shams if available*
 - *Bonus points: Press bed linens and bed skirts*
 - *Bonus points: Add a bottle of wine and glasses on a serving tray on bed*
- Clear nightstands of all personal items(chargers, remotes, etc.)
- Plug in and turn nightstand lights ON
- Remove all clutter from top of dressers
- Clean under the bed, removing items that may show in the photos

BEDROOM / KIDS BEDROOM:

- All beds should be made with your best linens & display cushions
- Remove diaper genies, trash cans, etc.
- Clean under bed, removing items that may show in the photos
- Straighten up clutter/toys as much as possible
- Remove items from bedside tables, except for lamps.
- De-clutter the tops of other chests and drawers. Remember, less is more.
- Use closets to hide away things that you don't want seen in the images.
- Remove and stow stand-up fans, humidifiers and dehumidifiers as well as any pet beds.

BEFORE THE PHOTOGRAPHER ARRIVES...

- Overhead Lights, Lamps and Decorative Lamps ON
- All Ceiling Fans OFF (but light components on)
- All TVs and Computer Screens OFF
- Open blinds/window treatments halfway or fully to let in outside light, or tilting them so that the louvers are flat.
- Toilet Seats DOWN
- Vehicles removed from driveway/carports and away from window views and front view of property (inside garage if fully enclosed, preferably)
- Garage doors DOWN
- Remove all covers: Chairs, Pool, Spa, BBQ
- Outdoor furniture arranged with pillows
- Open all Awnings and Umbrellas
- Turn on pool fountains/jets/water features
- Fireplaces ON
- Windows CLOSED
- Kennel pets

