



ROANOKE REAL ESTATE PHOTOS

Make A Statement Without Saying A Word! 

Photography Preparation Checklist



Our goal is to photograph your home with the highest quality that will wow buyers and attract offers. To ensure your photoshoot goes smoothly and safely, we have put together this preparation checklist of things you should do prior to your scheduled shoot.

Tip... Stand in your living/kitchen/bedroom and realize “everything you see will be seen on the internet!”*

General Prep

- Be shoot-ready:** Cleaning and staging needs to be done before we arrive, preferably the day before your photoshoot.
- Secure or remove pets:** We love pets, but we can't have them around for your photoshoot. Dogs must be secured or off the property to ensure the safety of ourselves and our equipment. Cats should be secured as well. It's also a good idea to hide pet food and water bowls as well.
- Plan not to be seen:** All occupants should plan on either being off the property or remain in areas where they can't be seen during the photoshoot. Rooms overlap in the photos, people can cause shadows and reflections.
- Use the garage for storage:** We normally don't shoot garages unless requested, so this is a great place to store items you'd like to hide.

Inside Prep

- Declutter kitchen:** A few items on the counters are usually fine, but dishes, sponges, rags, etc. should be put away. It's best to remove all magnets, pictures, etc. from the refrigerator and remove throw rugs from the floor.
- Declutter bathrooms:** Toothpaste, toothbrushes, razors, and other "personal" items should be hidden. Decorative unused soaps, candles, flowers, etc. are preferred. It's also good to remove all throw rugs from the floor.
- Prep bedrooms:** All bedrooms should have their beds made and items put away.
- Hide trashcans:** Trashcans can distract so it's best to hide all of them in closets or the garage.
- Hide portable fans:** Ceiling fans are selling items, but portable fans can give the wrong impression. It's best to hide all portable fans in closets or the garage.

- Hide cords and remotes:** Sometimes electrical cords can't be hidden, but you will have more appealing pictures if you can hide TV remotes, game consoles, and any noticeable cords.
- Clear entryways:** Remove all shoes, umbrellas, and similar items from entryways.
- Open or Raise blinds with views:** Your indoor photos will show outdoor views if there are views, or just light if a window looks onto a neighbor or other unappealing view.
- Turn on lights:** Before we arrive, please make sure all interior lights are turned on. If need-be, please replace all burned-out bulbs.
- Turn off ceiling fans and TV's:** Before we arrive, please make sure all ceiling fans are turned off because they appear like airplane propellers in the photo, and TV's do not photograph well.



Outside Prep

- Clear the cars:** Make sure no cars are in the driveway. If possible, also move cars from the street in front of the home. We want as clear a view as possible of your property.
- Hide trash cans:** Trash cans can be placed on the side of the property or in the garage.
- Hide hoses:** Do this the day before the shoot since hoses can drip water onto the pavement when being moved, leaving puddles in your pictures.
- Prep the yard:** Do at least 24 hours prior to your photoshoot. Yard should be mowed and cleared of any toys, tools, etc.
- Turn off sprinklers:** Do not water the day of the shoot to prevent puddles on pavement.
- Pick up poop:** If you have a dog, make sure that all their droppings are cleared from the yard.
- Prep pool and spa:** If you have a pool and/or spa, please have them clean with covers removed. For spas, provide instructions to the realtor on how to turn it on.
- Prep water features:** If you have fountains, waterfalls, etc., please clean them and provide instructions to the realtor on how to turn them on.
- Clean patio furniture:** Dust and remove cobwebs from all outdoor furniture. **Do not** hose down your furniture the day of your shoot as this can create unsightly puddles.

Thank you for your time and patience to go through this checklist! We are excited and honored to help with the marketing of your property. If you have any questions, please feel free to contact your Agent.