NEW COVID PROCESS & STAGING CHECKLIST UPDATE

MAY 2020 ~ JULY 2020 COVID POLICY & PROCESS:

(Until the COVID pandemic is over)

- The new health safety process adds about 30 minutes to each appointment.
- The photographer will sanitize equipment on location before & after each appointment.
- The photographer will wash & sanitize their hands on location before & after each appointment.
- The photographer will not be touching items on location unless required (i.e. doorknobs & light switches).
- Spaces must be prepared for photography by the homeowner and/or agent or a
 professional staging service, OR be documented in its condition at the time of the
 appointment.
- An appointment may be rescheduled (or canceled) if a space is deemed to be unsanitary or unhealthy at the time of the appointment.
 - Late rescheduling: \$25
 - Late cancellation: 25% of work order total.
- Gloves will be used at the beginning and end of each appointment as needed. The photographer will wash & sanitize gloves on location before & after use.
 - Gloves will **not** be used **during** standard photography.
 - One glove will be used during the mapping process for Property Tours to manipulate doors & items as needed.
- Mask will be used while indoors to prevent any aspirated contamination.
- It is strongly recommended that the space is unoccupied during the appointment.

 Having other people on location adds an average of 30 to 45 minutes to an appointment.
 - Appointments may be rescheduled if too many people are present.

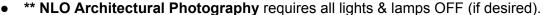
STAGING PLAN & CHECKLIST

Having a solid plan for preparing a space for marketing photography will help every aspect of the photography process. With a good plan, it can take an average of 5 to 180 minutes to prepare a home for photography depending on how much of this checklist is completed before the appointment.

• **If homeowners are going to be present**, the agent should also be present to act as a liaison and adequately direct & distract their clients.

This checklist addresses common preparation checkpoints that are often left for last minute corrections (*i.e. when the photographer shows up*). Please understand the importance of having the space prepared before the appointment as it will reduce stress and allow for an ultra-smooth experience and excellent photos.

Spaces that are professionally staged do not need to follow the staging guidelines in this checklist for obvious reasons. The same is true for **empty spaces** for obvious reasons, however, it is very important for the space to be cleaned and prepared before the photography appointment.





P.2: MAY 2020 AVM Real Estate Photography: COVID POLICY & STAGING CHECKLIST

To be completed before photography appointment:

Occupied & Staged spaces

- OUTSIDE
 - Hide garbage cans
 - Landscaping
 - Painting and cleaning
 - Clear driveway & walkways
 - Hide toys & pet amenities
 - Move trampolines to back corner of yard
 - Clear or organize yard & pool tools & supplies
 - Firepits should be cleared or ready (no garbage)
 - Exterior lights ON **
 - Vehicles either removed from property or stationed out of photographic view

WHOLE HOUSE

- DECLUTTER (less is more)
- Hide all trash & laundry bins & pet amenities
- Hide cleaning supplies & tissue boxes
- Clean & polish surfaces
- Vacuum & sweep floors
- Ceiling fans OFF
- Lights & lamps ON **
 - Replace dead lamps with matching color temperature lamps
 - White 5k lamps are ideal
 - Tungsten 3k-4k lamps are ideal for bedrooms
- Clean windows
- Shades & blinds UP & tied out of way (open views)
- o All side tables should have a reading lamp, book, and 1 decorative item
- All sinks should be clean and have an indiscriminate soap pump to the right of the faucet
- Hand & bath towels should be white or neutral colors
- Sanitize wall switches & door knobs
- Unless the hallway kor space) is going to be photographed OR a 3D Property
 Tour is being done, boxes & items can be hidden just outside of the rooms.
- All furniture in photos should have a single purpose (i.e. book, decor, laptop, ect.)

FOYER

Almost clear with minimal decor or items

LIVING ROOM

- Staging items:
 - 1 TV Remote
 - Table & side tables should have a book or magazine
 - Small decor items in places that make sense

KITCHEN

- Staging items:
 - Almost nothing on counters
 - Mr. Coffee in far corner w/ few items & 1 mug
 - Stove kit: Knife block, cutting board, cookbook & basic spices
 - Minimal cooking utensils
 - Small photos or floral decor items & fresh fruit
 - No towels hanging on appliances
 - Sink should be clean
- Clean glass surfaces & polish stainless steel appliances (wipe with grain)
- Under cabinet lights, stove lights, and sink lights ON **

DINING AREAS

- Staging items
 - Dinning table should either by ready for a meal OR cleared with minimal decor
 - Chairs should be arranged neatly, evenly & for maximum visibility
 - Service items should be out of the way or removed

BEDROOMS

- Staging Items:
 - Neatly dressed Bed with neutral color bedspread
 - Pillows on top, neatly arranged
 - Dresser almost completely clear with 2 or 3 small decor items
 - Small framed photos and a small valet caddy
 - Night stand with reading lamp, Good Book, a journal & pen
 - Kids toys arranged neatly in the corner or on toy shelf as needed

BATHROOMS

- Staging Items:
 - White or neutral color hand towel & bath towels (minimal set)
 - Indiscriminate decorative soap pump to the right of faucet
 - New roll of TT if it is going to be in photographic view
- Shower/bath curtain should be neutral color
 - Neatly & partially pulled back to demystify
 - No items in shower is preferable
 - Tubs should be clear of items
 - Decorative Wooden Tub-Reading Plats are ok
- Hide all other bathroom items except room decor