

2021 Edition



Photoshoot Prep

By Atlantic Exposure LLC

Introduction

Professional Photography is one of the most important aspects of marketing your property. These photos will be the first impression potential buyers will get about your property and we want to help you make it a success! Your Realtor has partnered with the area's best real estate photography company to give your photos the WOW factor!

In this guide you will find some important tips on how to make the most of your photoshoot. These are strong suggestions, and are not meant to replace using a professional stager. Professional Stagers + Professional Photographers = Best photos EVER!

What's First?

You have listed your property and your photography appointment is scheduled! Set some time aside to work on this checklist.

Unless otherwise instructed, the following areas will not be photographed. You can use these areas to hide pets and store personal items:

Half bathrooms

Closets

Pantry

Garages

Storage Sheds



01 The Big Picture

Clean the whole house. If you can see it, so can the Camera! Vacuum, sweep, mop, and dust.

Professional Carpet & Upholstery cleaning is suggested.

Clean windows, sliders, and mirrors.

Check your lights and replace burnt out bulbs. We prefer cool white bulbs.

Hide electronic cords for TVs, etc. Unplug if possible except for lamps.

Open all curtains and blinds fully- both slats open and fully retracted. If they are broken or won't align, repair or replace.

Remove personal items from all surfaces (This is a BIG one! Mail, photos, trashcans, magazines, bath mats, small area rugs, trinkets, chargers, alarms, hats, shoes, toys, etc.). The goal here is to have all surfaces clear of your things so potential buyers can picture their belongings!

Rearrange/remove furniture as needed- LESS IS MORE!

Paint! Yes, those scuffs are noticeable. Neutral Colors are more appealing to a variety of people. Please consider painting rooms that are dark or bold colors and accent walls a light neutral color.



02 Exterior Focus



Remove: trash and recycling bins, kid and pet toys, dead plants/flowerpots, hoses, grill covers, etc.

Mow, weed, trim, and freshen up your mulch! A day or two before is perfect.

Sweep or blow off hard surfaces.

Stage your outdoor furniture with cushions. We want to show off how relaxing your deck is!

Pool- Clean, then remove hose, vacuum, and all pool accessories.

03 Interior Focus



Let's get Cooking!
Clear counters of everything but a few small appliances.
Tuck cords out of sight.
Take everything off of fridge (magnets, stickers, etc).
Please hide trashcans.

03 Interior Focus



Living areas:

Clean off fireplace and mantle.
Arrange furniture symmetrically if possible.
Declutter surfaces (less is more).
Fluff Pillows.



Bathrooms:

Clear all surfaces: sinks, showers, vanities, toilet backs, etc.
Close toilet lids.
Stage with clean white or neutral towels.



Bedrooms

Make all beds with clean, neutral spreads and comforters, add pops of color with pillows.

Check that bedskirts are straight and not dirty or ripped. No bedskirt? Please add one!

Clear all surfaces of personal items.

Clean under beds. If you can see it, so can the camera!

Kids rooms- remove as many toys and personal items as you can.

03 Interior Focus



Dining Areas- Less is more!
A bouquet or plant will look nice on the table.



Entryways- Remove all personal items.
This is a major first impression area!



Pets- Please have them crated or take them on a walk. Hide all their belongings- food, beds, toys, leashes, etc.

Holiday Decorations?

Please treat holiday decor like personal items. They should be hidden for the photoshoot both in and out. Nothing shows how long a listing has been on the market worse than holiday decor.

Our photographer will be here in 30 Minutes. Now what?

- Turn all ceiling lights and lamps on.
- Turn all ceiling fans off.
- Turn all TVs and monitors off.
- Put pets away now.
- Close garage doors.
- Move vehicles from driveway.
 - Make arrangements with your neighbor to use their driveway ahead of time!
- During COVID-19 we are requesting you leaving during the photoshoot to minimize contact and keep everyone safe.
- Do a final walkthrough to double check everything.



Twilight Photos

Turn all lights in the house and garage on (so that the house will glow) and open all blinds fully.

Turn all exterior lights on except flood lights, and replace bulbs as needed.

Make sure pool lights are working.

Plan to have a small fire in the fire pit (burn newspaper not logs).

Stage the exterior as described for a regular photoshoot.



Drone Photos

Be sure to clean up the exterior of the home as requested in the checklist.

Open umbrellas and stage outdoor seating areas.

Stage the exterior as described for a regular photoshoot.

Remove vehicles from the driveway.



Matterport 3D tour

Follow all photoshoot checklist guidelines and in addition:

Open all doors to the rooms the we will be scanning.

It is required that no one be present during a Matterport tour, as the camera spins and captures all angles.

This immersive tour is a very helpful tool to allow potential buyers to virtually explore your property from top to bottom!



Zillow 3D tour

Follow all photoshoot checklist guidelines and in addition:

It is best that no one be present during a zillow tour, as the camera captures all angles.

This 3D tour will get you twice the hits on zillow!



Zillow Certified Photographer