



Real Estate Photography Pre-shoot Checklist

In today's real estate market, nearly all home buyers start their search online. Your property will be on display and needs to look its absolute best. Reassure yourself that the job will be done properly by hiring a professional to capture and present it in a way that will allow it to stand out above it's competition.

With your cooperation, [Chris Scheckla Photography](http://www.schecklaphotography.com) will get the job done right the first time. The photographer will not be staging your home. If you need advice above and beyond what this list offers please feel free to contact your agent or Chris Scheckla Photography for additional resources. Both the Interior and Exterior should be ready for photos before the photographer arrives.

Below is a pre-shoot checklist to help you make sure your property is ready.

Exterior

- ☐ Check outside! Make sure the grass is cut and trimmed. Remove unsightly weeds and vegetation.
- ☐ Sweep or spray off driveway, sidewalks, decks, and patios so it looks clean and inviting.
- ☐ Remove all vehicles from driveway and move trash containers to the curb away from the front of the home, or to the garage if the garage is not being photographed.
- ☐ Clean off and arrange outside furniture to highlight the outside living area.
- ☐ Uncover grill and open patio umbrella.
- ☐ We typically do not use garage photos unless it is a major selling point of the home (tricked out workspace, super upgraded finishes, and humongous RV/multi car parking for example). Declutter this space as well if it meets said criteria.

Interior

- ❑ Make sure furniture is arranged in a way to make each room look as large as possible. Sometimes it's necessary to remove some chairs or ottomans either in living/family rooms or at kitchen/dining room tables. Pull large chairs/sofas backward so they don't encroach on the photo, making the room look smaller.
- ❑ Make sure all counters are cleaned off in kitchens, baths, bar areas, etc. This includes dated or unflattering small appliances on countertops. The photographer absolutely will not handle personal hygiene items. Clean all windows and mirrors. Smudges will show up in the photos.
- ❑ Open blinds or tilt them at a 45 degree angle with the light directed to the ceiling if you need to hide something that is outside the window (like a home that's too close or an RV for example).
- ❑ Remove valances and curtains that are heavy, dark or dated.
- ❑ Remove all magnets, schedules, calendars, etc. from the refrigerator.
- ❑ Turn off all ceiling fans. Turn on all lights including overhead lights and table lamps. Check all light fixtures for burned out bulbs and replace.
- ❑ Make sure all beds are made and bedrooms are picked up. Clear all items off bedside tables.
- ❑ Remove all items from showers and tubs (especially if you have nice tile work in tub or shower). Check bathroom towel racks. Arrange towels in a neat and orderly fashion.
- ❑ Close lids to all toilets.
- ❑ Remove all floor mats and area rugs from bathrooms and kitchen or if they are covering nice flooring.
- ❑ Clear off bookcases leaving only a few things on each shelf.
- ❑ Avoid hiding items under the bed. They will be seen in the photos.
- ❑ Move cords out of site. (cell phone chargers, lamps, computer, etc.)
- ❑ Clear home office of ALL clutter. Box up loose papers.
- ❑ For your family's safety, remove personal pictures, names and private information from sight. These images will be posted online and will be viewed many times by strangers.
- ❑ Remove any signs that you have pets (crates, litter box, poop in the yard, food and water bowls).
- ❑ Please place pets in a pet carrier and place them in a comfortable room that will not be photographed or temporarily take them off the property.
- ❑ Bottom line, I recommend that there are 3 items or less left on horizontal surfaces.

Addition information and restrictions

Feel free to leave decorative art work or photographs if they complement the space.

Remember your home will now be marketed as a product. We are selling wall space floor space and special features. That being said, the word is **declutter**!

Remember that the photographer will NOT be staging your home. Contact your agent for assistance staging your property. Remove all items that you do not wish to be seen in the images. You may also consider paying a professional home stager to stage the property. Failure in preparation of the home for the photo shoot will result in an additional fee of \$25 to \$50 dollars depending on the additional preparation required while the photographer is on site. If the home is severely unprepared, the photo shoot may be rescheduled and \$75 dollars will be charged for a site revisit. If the photo shoot is cancelled with less than 24 hours' notice a \$75 dollar charge will be applied. Any additional preparation or reschedule charges will be billed to the homeowner or agent, whoever booked the photo shoot.

Your photo shoot will take approximately 45 to 90 minutes depending on the property size and detail. All major furnished rooms of the house will be photographed, including all bathrooms. No unfinished areas or closets will be photographed unless otherwise requested by your agent. These are the perfect places to store items removed for the photography session. We look forward to photographing your property and developing the marketing material required to help make your property stand out from the competition.

Sincerely,

Christopher Scheckla (owner/photographer)