

Property Preparation Checklist

Interior Focus Photography

At Interior Focus Photography we understand that most people are not aware of what goes into a successful property photoshoot. This can prevent them from capturing stunning pictures that showcase the real value of their property.



A clean home shows potential buyers that you've taken good care of the property.

To help you understand what is required to take captivating real estate pictures for marketing, we have created a pre photoshoot property preparation checklist. Following this checklist, will help you prepare appropriately, reduce your stress and challenges. Moreover, it will help your photographer take beautiful pictures of your house, which will allow you to attract more buyers for your property.

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Photoshoot Preparation Checklist

- Test all interior and exterior lights to make sure they work.
- Touch up your walls with paint, fill any holes or scratches in them.
- Identify and fix any other visible damages.
- Declutter and remove excess furniture, toys, and family items from the property to create a neutral environment.
- Clean the house thoroughly to make sure it looks inviting.
- Vacuum, dust and wash the floors, windows and mirrors.

In the kitchen, take the time to:

- Remove all artwork, pictures and magnets from the fridge.
- Clear the countertops, remove the coffee maker, toaster, cutting boards, drying rack and salt & pepper shakers.
- Empty the garbage cans and move them to the garage or storage room if possible.
- Stainless steel appliances should be cleaned thoroughly to remove any fingerprints and smears as the camera will pick these up.

In the bathrooms, make sure that you:

- Completely clear all the countertops along with the tub and shower area of any personal items and toiletries.
- Thoroughly clean the mirrors, tub, floor, counters and handles.
- Empty the garbage bin and hide it along with the toilet brush and plunger.
- Hang fresh, neat towels.

In the bedrooms, remember to:

- Make the beds and tidy the room. Don't forget to dust the whole room thoroughly.
- Declutter the room so that you have clear access into the walk-in closet.
- Put all clothing, toys and valuables away to create neutral settings.
- Clear the bedside tables so that they are free of clutter.
- Remove any personal or family photos if there are any up.

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If you have pets try your best to:

- Make sure all pet toys, beds, etc., are put out of sight.
- Clean the backyard of any animal toys or waste.
- Your pets should be out of the house during the photoshoot or kept out of the photographer's way, so they don't appear in the images.
- All the furniture should be free of pet hair.

The exteriors of your home should be maintained by:

- Mowing the lawn and manicuring the gardens.
- Removing any toys, yard clutter and gardening tools from view.
- Cleaning the patio furniture and setting it up to look inviting.
- Remove BBQ cover and open patio umbrellas (if its not windy).
- Clearing garbage and recycling bins.
- Decluttering all front exteriors.
- Removing all vehicles from the driveway.
- Clearing the sidewalk, driveway, front and back steps of ice and snow during the winter.

During the photo shoot, make sure that you:

- Are ready for the shoot.
- Have all the lights turned on in the house.
- Have all ceiling fans, Tv's and computer screens turned **OFF**
- Have all the blinds open.
- Finish up the staging process on the previous day as the photographer will not have time to wait for you to "Stage As You Go" and will need to be in and out of your home in a timely fashion.

Your home's marketing is an important piece of the selling puzzle. It begins with your preparation. Having the items on this checklist completed will ensure that your home will be ready before the photographer arrives. This move will enable you to get the most out of your photographer's time and talent.

You've likely done a lot of work to get your home ready to sell. Don't fizzle out at the end when these details matter the most! Remember, great marketing leads to great offers!

Thank you for your hard work getting your home ready for us!

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