

Listing Photo Checklist

Here is my “low budget” checklist for agents and sellers to prep a home prior to the photo shoot. Most of these items are "elbow grease" and double checking for small things to replace or upgrade, such as light bulbs

General Cleaning – A thorough cleaning is the first and best thing to do when putting your home on the market! It’s all about the “De-Clutter.” In addition:

- Carpet stains addressed
- Spot wall/door paint/repair

Exterior:

- Put away hoses if visible, toys, etc
- Remove Cars, RVs, trailers, etc. from driveway if possible. If not, pull as far away from the house as possible.
- Recycling/Garbage bins temporarily in garage or out of sight
- Arrange deck furniture. Remove empty or unkept planters. Evaluate/stow BBQ grill.
- Clear lawn of branches, debris. Cut the lawn if long. Do not leave large clumps after mowing.
- Consider pruning trees/shrubs of low/obstructing or dead branches.

General De-Personalization/De-Clutter:

- Remove personal photos from walls, shelves, and tabletops
- Remove **un**framed posters, memorabilia, and hobby items. Keep artwork. Remove taxidermy.
- Move storage bins and cardboard boxes to garage storage or non-photo area.
- Put away (out of sight) children toys, stuffed animals, dolls, etc. (except for staging.)
- De-clutter: Consider removing or storing a percentage of items in rooms that seem small or overstuffed. Keep your “best” items to stage the room and remove the rest to provide more space, openness and a neutral canvass a future buyer can “move into.”
- If all rooms are “full” and storage is limited, consider using one room in the home or an area of the garage or basement to designate as “storage” and then transfer extra furniture and items from the rest of the home to this one non-photo area to make all the rest of the rooms and home more open and spacious.

Kitchen

- Remove magnets, calendars, etc. from the fridge and elsewhere
- Remove child furniture (A single item a like high chair can be moved from room to room when shooting.)
- Remove pet dishes, kennels, etc.
- Put away or move items with exposed cords, such as cordless phones, cell chargers, etc.
- If the kitchen is small, consider removing some items so the countertops look fairly open.
- Make sure food products are not visible except for a fruit bowl or centerpiece, etc. Check top of fridge and cabinets for visible items.

Lighting

- **Check all light fixtures throughout the home for working and proper bulbs**
- Check for broken/missing shades or chimneys
- Incandescent or “warm” light bulbs are best - 60Watt, not 40Watt.
- Do not use CFLs that do not fit the fixture.
- Turn on all lights
- Turn off ceiling fans

Staging (as much as possible...)

- Professional staging or consulting is recommended for high-end homes and when the budget allows.
- Decorate sparingly using your best/favorite objects that tend to belong in the same room together and go with the furniture.
- Make beds with neutral or soft colors and properly sized spreads or comforters. Avoid bare mattress or box spring visibility.
- Non-seasonal centerpieces and/or nice table setting w/dishes.
- Orient furniture away from the center of the room for open walk-thru feeling. Do not block features such as fireplaces. Remove non-matching or “standout” furniture from a room that feels too full. A large couch in the center of a room will end up dividing that room into two smaller rooms.
- Baths: Coordinated bathroom towels, etc. Put away all personal bath items, including in tub/shower if you have ceramic or upgraded shower/tub area so we can open the curtain.
- Assess window treatments. Remove or replace if they can't be opened or do not match room décor. Remove shades that will not open. Open all window treatments unless there is another home or building closely in view.

This list is from a photographic perspective, but should overlap quite a bit with a similar checklist for general showing or open house prep. Feel free to send me your favorite items to add to the list! Thanks!

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Photography and Technology for Real Estate

ChasCam.com