

Customer Real Estate Photography Preparation Checklist

General Home Preparation

- ■ Clean thoroughly (vacuum, dust, mop, wipe countertops)
- ■ Declutter every room (remove excess decor, personal items, toys)
- ■ Arrange furniture neatly (fluff pillows, straighten chairs, tuck in chairs under tables)
- ■ Clean windows (inside and out if possible)
- ■ Add simple decor (fresh flowers, bowls of fruit, tasteful centerpieces)
- ■ Open all interior doors for a spacious look

Lighting & Ambience

- ■ Turn on all lights (lamps, ceiling lights, under-cabinet lights)
- ■ Open blinds/curtains to let in natural light
- ■ Turn on fireplaces if possible
- ■ Turn off ceiling fans and TVs during photography

Kitchen

- ■ Clear countertops (remove dishes, mail, paper towels, cleaning supplies)
- ■ Wipe down surfaces and shine stainless steel appliances
- ■ Remove fridge magnets, calendars, and notes
- ■ Place a bowl of fresh fruit or flowers for a pop of color

Bathrooms

- ■ Close toilet lids
- ■ Remove personal items (toothbrushes, razors, shampoo bottles)
- ■ Hang fresh, neatly folded towels
- ■ Clean mirrors, faucets, and glass shower doors

Bedrooms

- ■ Make all beds with wrinkle-free bedding
- ■ Remove excess items from nightstands and dressers
- ■ Hide laundry hampers and personal clothing
- ■ Open blinds and arrange pillows neatly

Living & Dining Areas

- ■ Arrange furniture to maximize open space
- ■ Hide cords, remotes, and electronics when possible

- ■ Set dining table with minimal, tasteful place settings or a centerpiece

Exterior

- ■ Mow lawn, trim bushes, remove weeds
- ■ Sweep walkways, porches, and driveways
- ■ Remove cars from driveway and in front of the house
- ■ Put away hoses, trash cans, garden tools, and toys
- ■ Add potted plants or flowers for curb appeal

Final Touches Before Photographer Arrives

- ■ Walk through every room to ensure it's photo-ready
- ■ Remove pets (and their beds, bowls, litter boxes) from visible areas
- ■ Double-check all lights are on and blinds are open
- ■ Make sure there's no one in mirrors or reflective surfaces