

REAL ESTATE MEDIA PRE-SHOOT CHECKLIST



General Guidelines

☐ Interior & Exterior Lights

Turn on all lights, including floor lamps, under-cabinet lighting, and other secondary light sources. Replace any burnt-out bulbs.

☐ Ceiling Fans

Ensure all ceiling fans are turned off.

☐ Personal Items

Store personal items, sports team memorabilia, religious symbols, and other non-decorative items out of sight.

☐ Set It and Forget It

A good rule of thumb is to move items like trash cans or other distractions out of sight and hidden initially to avoid relocating them throughout the shoot.



Kitchen Preparation

- ☐ Remove all non-decorative items from counters, including soaps, cleaning supplies, and large appliances that take up counter space.
- ☐ Clear refrigerator surfaces of magnets, notes, and artwork.
- ☐ Arrange decorative items, like fresh flowers or a bowl of fresh fruit, if available.



Bathrooms

- ☐ Lower all toilet seats
- ☐ Clear countertops of personal toiletries and cleaning items.
- ☐ Leave shower curtains open to showcase tiling and fixtures.



Living and Common Areas

- ☐ Declutter shelves, coffee tables, and other surfaces.
- ☐ Open blinds or curtains fully to allow maximum natural light
- ☐ Arrange pillows and furniture to create a neat, inviting atmosphere.









Bedrooms

- ☐ Make all beds with clean, fresh linens.
- ☐ Remove personal items from the room.
- ☐ Arrange nightstands neatly with minimal decorative elements.





Outdoor Spaces

- ☐ **Lawn and Landscaping**  Keep freshly cut and remove all debris.
- ☐ **Garbage Bins & Equipment**  Remove from view, preferably store in the garage.
- ☐ **Patio/Decks**  Arrange furniture and store loose items or hoses
- ☐ **Pool**  Clean the pool and ensure all equipment is out of sight
- ☐ **Holiday Decorations**  Remove all seasonal decor
- ☐ **Flag**  Take down flags, decorations, and delivery signs.



Pets

- ☐ Ensure pets are out of sight during the shoot (e.g., in a backyard, garage, or basement).
- ☐ Remove pet-related items, including food bowls, toys, crates, and beds.



Vehicles

- ☐ No vehicles should be parked in the driveway or in front of the property
- ☐ Ensure garage doors are closed.



Staging & Additional Notes

- ☐ Add subtle decorative touches, such as fresh flowers, vases, or candles, to enhance the aesthetic.
- ☐ Notify neighbors ahead of time to ensure clean driveways and yards.

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We look forward to working with you!

Please contact us before your shoot if you have any questions or concerns.



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