

# Listing Photography Preparation Guide



Preparing your home for a professional photoshoot can make all the difference in how potential buyers perceive your property.

**MELISSA**  
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Brokered by: Real Broker, LLC

# Preparation Guide:

Not everyone is a professional home stager! Here are a few tips on what to do to be ready for your photoshoot.

## Interior Tips:

- ☐ **Turn on all lights:** Make sure to illuminate all interior and exterior lights, including lamps and overhead fixtures. Exterior floodlights aren't necessary, but attractive wall or hanging fixtures can add a warm glow.
- ☐ **Turn off fans and electronics:** Switch off any fans, televisions, or appliances that could move or create distractions during the photoshoot.
- ☐ **Adjust blinds and curtains:** Open all blinds to a consistent halfway position, and pull back curtains to let natural light in.
- ☐ **Clear off countertops:** Remove items like toothbrushes, mouthwash, and colorful soap bottles from kitchen and bathroom counters. A clean, decluttered space looks more spacious in photos.

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## Interior Tips:

- ☐ **Remove pets and pet items:** Remove pets from the home and store away pet-related items to avoid distractions and potential hazards near camera equipment.
- ☐ **Hide trash cans:** Tuck away any visible garbage cans or recycling bins, as well as any outdoor tools like hoses.
- ☐ **Declutter:** The less clutter, the better! Excessively furnished rooms can appear smaller and may not photograph well.
- ☐ **Tidy up bedrooms:** Smooth out bedspreads, fluff pillows, and make sure the room looks neat and inviting.
- ☐ **Remove refrigerator magnets and papers:** Clear the fridge of any photos, notes, or magnets to maintain a clean, professional look.

# Preparation Guide:

Sellers should clear the driveway, tidy the yard, and remove clutter to enhance the home's exterior and make it more appealing to buyers in photos.

## Exterior Tips:

- ☐ **Clear driveway and parking area:** Move vehicles out of sight, preferably as far as your neighbor's house, to avoid obstructing the view of the home.
- ☐ **Tidy up the yard:** Mow and rake the lawn, and sweep driveways, sidewalks, patios, and decks for a polished appearance.
- ☐ **Remove outdoor clutter:** Hide garbage bins, hoses, and any other items that might be visible in the photos.





# Preparation Guide:

Sellers need to prepare their spaces to ensure the home looks its best in photos, highlighting key features and attracting more buyers.

## Final Touches:

- ☐ **Prepare your spaces:** Our typical shot list includes photos of the exterior front and back, all main interior rooms (including bathrooms), and optional spaces like closets, garages, and additional storage areas—depending on their condition.



By following these tips and preparing your home in advance, you'll help ensure that the photoshoot goes smoothly, showcasing your home's best features and maximizing its appeal to potential buyers. A little preparation goes a long way in making your home shine in the market!

# Need Expert Help?

We have vetted vendors for all types of services to prepare for your property listing. We are happy to coordinate for you.

Add-On Services:

- Pre-Listing Inspection: Strengthens negotiating position
- Professional Measurement by Appraiser: Floor Plan Provided
- Luxury Staging Services
- Professional Cleaning
- Handyman Services
- Landscape Curb Appeal Professionals
- MCG Concierge Renovation Services
- Moving Services
- Storage Services



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