

URBAN REAL ESTATE MEDIA

PHOTO PREP GUIDE

WHOLE HOUSE

- ☐ Vacuum all carpeted areas and mop all hard floors including bathrooms
- ☐ Use a lint roller to remove pet hair from furniture and linens
- ☐ Hide pet bowls in a closet or pantry
- ☐ Place all coats and shoes in closets
- ☐ Turn ALL lights and lamps on throughout the entire home
- ☐ Replace any burned out bulbs — use the same color temperature throughout (all incandescent OR all compact fluorescent — just be consistent)
- ☐ Turn ALL ceiling fans off
- ☐ Turn ALL TVs and computer screens off
- ☐ Open all blinds and window treatments to allow natural light in

EXTERIOR FRONT AND BACK

- ☐ Close all garage doors
- ☐ Move all cars away from the driveway and front of the home
- ☐ Tidy the landscaping — mow, trim shrubs, and remove leaves
- ☐ Remove any visible cobwebs from door frames and eaves
- ☐ Sweep the front porch
- ☐ Remove all visible water hoses
- ☐ Remove trash cans from view
- ☐ Remove all toys, sports balls, basketball goals, soccer goals, etc.
- ☐ Sweep the patio and straighten all patio cushions
- ☐ Remove all visible water hoses

- ☐ Remove trash cans from view
- ☐ Remove all pet waste and pet toys
- ☐ Clean the pool
- ☐ Remove pool vacuum, cleaner hose, and hide all pool cleaning supplies
- ☐ Turn on any pool fountains or water features

KITCHEN & DINING

- ☐ Wipe off and completely clear ALL countertops — remove clutter, knife blocks, baking supplies, mail, and knick-knacks
- ☐ Leave out ONE small appliance such as a coffee maker
- ☐ Remove all magnets, papers, and photos from the refrigerator
- ☐ Hide garbage cans in the pantry or a closet
- ☐ All dishes out of the sink and placed in the dishwasher
- ☐ Clear, clean, and dust the dining room table
- ☐ Place one decorative centerpiece in the center of the table
- ☐ Space all dining table chairs and/or barstools evenly and remove any child seats

LIVING ROOM

- ☐ Remove and hide all children's toys
- ☐ Hide all personal photographs
- ☐ Keep the fireplace mantel simple — maximum of 5 decorative pieces including any art
- ☐ Straighten and fluff all furniture pillows
- ☐ Remove extra papers, magazines, books, and mail
- ☐ De-clutter, clean, and organize all bookshelves

PRIMARY BEDROOM

- ☐ Remove clutter and knick-knacks from all furniture — tables, dressers, etc.
- ☐ Make sure items under the bed cannot be seen
- ☐ Iron linens and bedskirt — make the bed using matching decorative pillows if available
- ☐ Put away all phone chargers, cords, and electronic devices

KIDS AND GUEST ROOMS

- ☐ Remove ALL personal items from walls — stickers, name decals, and photos
- ☐ Declutter dressers and nightstands
- ☐ Remove any toiletry items such as diaper genies and trash cans
- ☐ Make sure items under the bed are not visible

BATHROOMS

- ☐ Completely clear and clean all countertops
- ☐ Remove ALL toiletries — soap, deodorant, toothbrushes, etc.
- ☐ Close all closet doors
- ☐ Remove all floor and bath mats
- ☐ Remove all toiletries from showers and tubs — shampoos, soaps, loofahs, razors, etc.
- ☐ Make sure decorative towels are clean and straightened
- ☐ Clean all mirrors
- ☐ Put ALL toilet seats down

PETS

- ☐ All pets should be crated in a hidden area or outside during the entire shoot
- ☐ Clean up all pet waste and remove all pet toys
- ☐ Make sure litter boxes and puppy pads are not visible
- ☐ Hide all pet beds and food and water bowls

Questions before your shoot?

Body: We're always happy to help. Reach out before your appointment and we'll make sure everything is set up for success.

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