

RESIDENTIAL PRE-SHOOT PREPARATION

This document provides a comprehensive checklist for preparing your property for a professional photo shoot. It covers key areas that will help ensure the home is presented in its best possible light for real estate marketing purposes.

 by Sarah McGarry

LIGHTING

I

INTERIOR LIGHTS

Turn all interior lights on, including floor/table lamps, under-cabinet lighting, stovetop lighting, ceiling fan lights, and any other light sources

2

EXTERIOR LIGHTS

All exterior lights on

3

BULB CHECK

Ensure that all light bulbs work. Replace any burnt out bulbs

4

WINDOW TREATMENTS

Neatly open curtains/blinds all the way in every room. Blinds should be twisted open, not pulled up

KITCHEN

- Remove all non-decorative items from counters (dish soap, paper towels, phones, cleaning supplies, etc.)
- Remove fridge magnets, photos, kids artwork, etc. from the refrigerator



BATHROOMS

- Lower all toilet seats
- Clear countertops of non-decorative items
- Remove toiletries from bath/shower area (curtains/door are often opened to show off tiling/fixtures)



BEDROOMS

- Make the beds
- Fluff pillows
- Hide laundry
- Remove personal items



EXTERIOR

- Take down flags
- Put hoses and other equipment away
- Organize patio/deck and furniture
- Pick up pet waste, put away garbage bins out of view, and generally clean up yard
- Freshly-cut lawn and landscaping in good shape
- Move all vehicles from the driveway and front. Park in the garage, down the street, ask a neighbor, etc...
- Close garage door
- Remove any signs yard (security, promotional, etc...)
- Let the next door neighbors on both sides know about the scheduled shoot so that they can ensure their yards are clean, cars are out of the driveway, and garage doors are closed

EXTERIOR AERIAL/DRONE (IF INCLUDED)

- Inform neighbors that there will be a drone flying around your property at the scheduled day and time (if aerial photos are included)
- Keep pets away inside and away from the windows

PETS

Keep pets out of the way during the shoot (in the backyard, garage or unfinished basement, for example)

Put away pet supplies, including food/water bowls, crates, toys, etc

STAGING AND HOLIDAY DECOR

STAGING

If available, place unobtrusive decorative items on counters and tables - examples include fresh flowers, bowls of fresh fruit, pottery, vases, and new candles

HOLIDAY DECOR

Remove all holiday decor - examples include pumpkins, Christmas trees, menorahs, Christmas lights, wreaths from the front door, etc

OTHER CONSIDERATIONS

HIGHLIGHTING FEATURES

What are some of the most attractive areas?
Kitchen, bathrooms, outside spaces, views, etc...

EXCLUDED AREAS

We prefer to have every room and space photographed but if there are any areas you prefer to not have pictures of, let us know ahead of time.

- ① Typically the inside of the garage will not be photographed. A garage is a great place to store belongings and items to not be photographed. If your garage is notable (extra large, unique features, etc...) let us know so we can get that space photographed.

ZILLOW 3D HOME® TOURS AND FLOOR PLAN

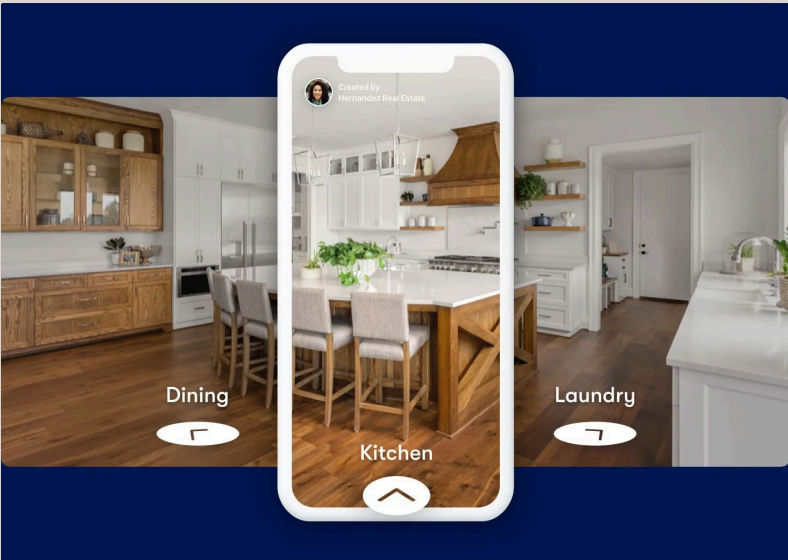
VIRTUAL HOME TOURS AND INTERACTIVE FLOOR PLANS SEAL THE DEAL

The numbers just add up: 3D Home Tours and interactive floor plans make listings more interesting – and people more interested.



GET NOTICED

Listings on Zillow with an Interactive Floor Plan received, on average, **60% more views** than listings without an Interactive Floor Plan.**



BE TOP OF MIND

Homes on Zillow with an Interactive Floor Plan were saved **79% more** than homes without an Interactive Floor Plan.**

69% of home buyers agree a dynamic floor plan that shows what part of the home each photo depicts would help them determine if the home is right for them.*

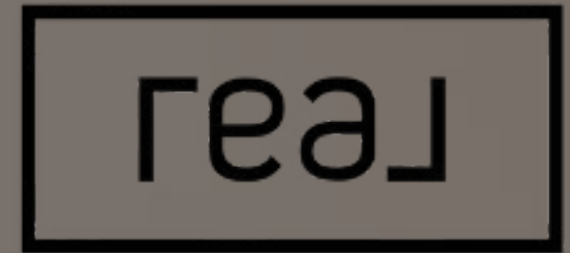
Source: 2022 **Zillow Consumer Housing Trends Report*
***Based on data collected October 2022-March 2023 for Top 50 MSAs by listing volume.*

FINAL PREPARATIONS

- Ensure that no vehicles are in the driveway or on the street in front of the home
- Close garage doors
- Make sure trash bins are out of sight
- Put all personal items away (family photos, etc...)
- Remove any religious symbols from view
- Generally, make the house as clean as possible (remove streaks from mirrors, sweep/mop floors, etc..)
- Remove clutter
- Turn on lights, open curtains and blinds
- Turn ceiling fans off

Thank you for choosing the McGarry Home Team for your real estate needs. We look forward to working with you!

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



SEE YOU AT THE PHOTOSHOOT

 by Sarah McGarry

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