

PROFESSIONAL PHOTOGRAPHER CHECKLIST

1. Clear the Driveway

One of the first things you want to identify before beginning photography is to have all cars removed from the driveway. Also, remove any storage units or clutter sitting in the yard blocking the view of the front of the home.

2. Use Your Garage for Storage

Utilize your garage as an organized and convenient storage unit. I typically do not have garages photographed, as they are not viewed as a desirable space by most buyers. As such, it truly is the best place for your storage. Use it to hide garbage cans, trash, or large items, and of course you can pull your car in it as well.

3. Clear Outdoor Clutter

Remove all outside clutter and put away simple things like lawn equipment such as rakes and shovels and roll up your lawn hoses. If you have outdoor furniture, set it up nicely and possibly prepare it to serve dinner. Small staging and curbside appeal will really make an amazing difference!

4. Refresh Landscaping

Mow your lawn and refresh your landscaping. Beauty is most definitely in the eye of the beholder and different buyers may have different preferences. Beautifully maintained property ahead of a photographer's arrival will yield better photos and wonderful results.

5. Clear Counters and Surfaces of Personal Items

Declutter! Be sure to clear all surfaces inside the home. If your countertops are where you frequently charge your cell phones store the cords. Store photos, messages and notes, that should be out of the way before a photographer arrives. If not, there can be privacy issues with high-resolution photos. Leaving your address book out it will likely be legible, which is not something you want. The same is true with the refrigerator; make sure magnets with images of faces, friends and children are removed. This saves time and allows the photographer to focus on showcasing your house, rather than pulling down magnets, or using graphic software to remove facial identities from personal pictures.

6. Tidy and Organize the Bathrooms

Make sure toilet seat covers in the bathroom are positioned down. This can be an unsightly area, and again, we want to be cautious of privacy issues and stowing personal items like medication, as well as toothbrushes and shower items. Organizing these areas prevents the photographer from having to clear up people's personal bathroom items, which is not a fun process.

7. Prepare Windows and Lights

Window images can be beautiful when all the windows are sparkling clean, and the window shades and blinds are opened. The same process goes for lighting throughout the home. It's easy to check bulbs and replace non-working ones before the photographer arrives. Photos are taken with the lights on, which makes for beautiful ambient lighting.

8. Make a "Photo Day" Plan for Pets and "Fur" Friends

I always like to remind clients to be cautious of pets and their belongings. If possible, make a plan for your pets on the day of photography and stow away their belongings. Please do not place them in a room and expect the photographer to work around them.

9. Clean the Whole House

Complete a normal home refresh before photography such as making your bed, clearing the countertop as discussed, and take the time to make that final pass before the photographer arrives. I always suggest you ask a neighbor or family friend to tour the home for you, a second set of eyes see's many things! This gives your home the opportunity to really be ready for photos.

10. Alert Your Neighbors

It is a good idea to inform your neighbors you are listing your home and a photographer will be visiting, especially if drones will be utilized. Drones can cause tension and privacy issues, which you want to be cautious of. In addition, they may even pick up a few items scattered in their yard as an additional bonus. Communication and awareness are key to a smooth shoot.

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