

Photo Checklist

General:

- ☐ Get a tripod that extends several feet so you can look down on a room
- ☐ Take ALL photos in "landscape" mode (sideways)
- ☐ Get a second opinion from a picky/detailed friend before uploading - look at the photos with fresh eyes to point out anything unflattering
- ☐ Photos saved in JPG/JPEG format (phones automatically do this)

Lighting:

- ☐ No cloudy or rainy day weather pictures- we want natural light!
- ☐ Open all blinds/curtains and turn on all the lights in the house
- ☐ Shoot east-facing rooms in the morning, west-facing rooms in the afternoon, and north/south facing rooms from 10a.m.-4p.m.
- ☐ Experiment with different filters on your phone/camera

Angles:

- ☐ Shoot each room from the doorway
- ☐ Shoot each room from high up in one corner
- ☐ Get more floor than ceiling in photos when possible

Other:

- ☐ Floor plans if you have them- no napkin drawings, please
- ☐ Overhead or drone photos showing the house from above
- ☐ Map of Home if it's close to a major attraction (mountain, lake, famous landmark, etc.)

Photo Checklist

Photo Prep - Exterior:

- ☐ Mow/weed/sweep away grass
- ☐ Trim bushes/hedges
- ☐ Pick up sticks/ Rake leaves
- ☐ Remove all toys/tools/bikes/etc.
- ☐ Clean the pool and get all pool toys out
- ☐ Hide worn out lawn furniture
- ☐ Move all cars out of view
- ☐ Hide all evidence of pets

Photo Prep - Interior:

- ☐ Declutter every room- Be Ruthless
- ☐ Organize everything you don't need and store in bins or out of site
- ☐ Vacuum/mop and clean everything... again
- ☐ Remove all seasonal items
- ☐ Clean windows
- ☐ Turn off all ceiling fans
- ☐ Remove any signs of pets including actual pets, pawprints on floors/doors/walls, pet toys, water/food bowls, pet beds, litter box, birdcage, food bags, etc.
- ☐ If you have children, hide the following for your photos: -toys, arts, and craft supplies, highchairs, playpens, strollers, changing stations, childproof items like gates and door/cabinet handles, etc.
- ☐ -EXCEPTION: if you have a room that screams nursery, these can be left
- ☐ Make sure the furniture matches the room (remove the card table from the living room)
- ☐ Remove all exercise equipment (unless you have a really nice home gym room)
- ☐ Remove all trash cans

Photo Checklist

Kitchen:

- ☐ Clear and clean all counters
- ☐ Clear and clean fridge- no magnets/artwork/photos on it
- ☐ Empty and clean sink

Bathrooms:

- ☐ Clear and Clean counters and vanity shelves
- ☐ Clean Mirrors
- ☐ Close toilet lids
- ☐ Remove/hide shampoo/toothbrushes/sponges/razors/hair products
- ☐ Clean all toilets, tubs, and showers

Bedrooms:

- ☐ Make Beds
- ☐ Clear off dressers, nightstands, and desks to an organized minimum
- ☐ Closets should be empty to be half full or less (buyers want to see the space, not your stuff)

Laundry:

- ☐ Remove or Empty hampers and baskets
- ☐ Remove hangers and clothes
- ☐ Clear off counters/folding areas
- ☐ Remove/hide laundry supplies (detergent, softeners, etc.)
- ☐ Close washer and dryer and clear anything off them

Photo Checklist

Living/Family/Rec Rooms:

- ☐ Turn off all TV's and computer monitors
- ☐ Put Away all hobby items
- ☐ Arrange furniture to make the room feel open and large
- ☐ Keep table tops clear and organized

Photo List - Exterior:

- ☐ Street Front Photo during the day
- ☐ Street Front Photo at night with all lights on
- ☐ Back of House
- ☐ Porches, patios, or decks
- ☐ Swimming Pools and hot tubs if staying with the house
- ☐ Any spectacular views from your home (mountains, beaches, etc.)
- ☐ If you house is way off the road get one from the driveway entrance

Photo List - Interior:

- ☐ Entryway
- ☐ Kitchen
- ☐ Dining Room
- ☐ Living/Family/Great Room
- ☐ Master Bedroom and Bathroom
- ☐ All Other Bedrooms and Bathrooms
- ☐ All Other Rooms
- ☐ Basement (whether finished or unfinished)