



Photoshoot Prep Checklist

LIGHTING - This is the single most important aspect of your shoot.

- Make sure all bulbs within any living space are matching in color and type!** This means if you can see light from the living room or bathroom in the kitchen, the bulbs should all be matching color as closely as possible.
- Do not mix incandescent bulbs with fluorescent bulbs**, as the camera sees them very differently and this will make the colors look poor in the photos (orange in one section and blue in another). This is very common in bathrooms.
- High watt, daylight colored bulbs are preferable** as they don't give off an orange hue. Use the highest watt rating for the lamp or fixture (75w are great).
- Turn on all lights in the home and open all shades and curtains** prior to the arrival of the photographer. Fluorescent bulbs take extra time to warm up and reach full brightness.
- Extra lighting helps**, so consider purchasing lamps for dark rooms. Cheap at Goodwill.

PETS

- Remove any evidence of pets**, including beds, dishes, cat scratching posts, and toys out of sight for the shoot.

SMOKING & SMELLS

- Avoid smoking indoors (cigarettes, marijuana, vaping etc) as your shoot approaches.
- Remove any ashtrays or paraphernalia.
- Go easy on plug-in scents as these can be overwhelming for potential buyers / renters.
- If you have pets, get your carpets cleaned prior to listing & set up air filter for allergic visitors.



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PICTURES & ART

- Personal pictures of family and friends should be removed. Art is ok!
- Names of kids should be removed.
- Remove everything from the refrigerator - magnets, art etc.

COUNTERS AND SURFACES

- Remove all paperwork and mail and stow away for the shoot.
- Remove as much clutter as possible, especially in the kitchen
- Clean windows prior to shooting. Dirty windows cannot be fixed in Photoshop.

MISC

- Remove all personal products from bathroom counter and bathtub.
Towels are ok.
- It's ok to store extra stuff in the garage, as it's unnecessary to photograph.
- Move cars out of driveway prior to photographer arrival.
- Move garbage and recycle bins out of sight if possible.
- Water the lawn regularly for at least 2 weeks before shoot date.