



SWEETWATER  
PHOTOGRAPHY  
MURPHYS, CA  
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SWEETWATERPHOTO.COM

## Real Estate Photography Checklist

Our goal as Real Estate Photographers is to capture a living space in its best light. Furniture, art and decorations are useful for demonstrating how a space can be used, but they are never the main features. Potential buyers want to imagine themselves living comfortably in a home.

With this in mind, we ask you to use this checklist to make sure your home is prepared for great photographs.

### GENERAL TIPS

- ✓ **Hiding Places:** We don't shoot inside standard closets, cabinets, garages or subareas. These are great places to store items you'd like to hide.
- ✓ **Plan not to be seen:** Plan to be off the property during the photoshoot. Rooms overlap and people cause shadows/reflections.
- ✓ **Secure or Remove Pets:** Pets should be secured or off the property to avoid damaged equipment.
- ✓ **Be shoot-ready:** Cleaning and furniture set-up needs to be done before photography, including staging, lights, blinds and outdoor furniture.

### INSIDE GENERAL

- Replace lightbulbs:** Please check all light fixtures and lamps and replace any lightbulbs as needed. Be sure that lights match. Bulbs in the same room should be the same type (tungsten, compact fluorescent or LED) and same color tone (warm, daylight, etc.)
- Trashcans:** All trashcans should be hidden.
- Fans or Heaters:** Remove fans, space heaters or portable AC units.
- Phones, Modems and Cords:** Hide corded phones, cable boxes, routers and remotes.
- Pet Supplies:** Pet food and water bowls, as well as beds and toys, should be hidden.
- Clear entryways:** Remove all shoes, umbrellas, flashlights, and similar items from entryways.

### LIVING ROOM / GREAT ROOM

- Declutter:** Toys, tchotchkes, etc. should be hidden.
- Wood Stoves:** Remove extra wood, kindling, newspaper and lighters.
- Dust:** Dust the day before the shoot.
- Turn off ceiling fans**

### KITCHEN

- Declutter:** A few items on the counters are usually fine. Remove dishes, dish racks, towels, etc.
- Throw Rugs:** Remove throw rugs.
- Refrigerator:** Remove magnets, pictures, etc. Remove anything from the top of the fridge.
- Sink:** Remove sponges, rags, scrubbers and soap.
- Trashcans:** Trashcans should be hidden.



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## BEDROOMS

- Beds:** All bedrooms should have their beds made (Make sure the box spring isn't showing).
- Depersonalize:** Personal items should be hidden (toys, stuffed animals, jewelry, etc.)
- Windows:** Windows should be clean with the blinds/shades open.
- Hide cords:** Hide cords for lamps, alarm clocks, TVs, etc.
- Fans or Heaters:** Remove fans, space heaters or portable AC units.
- Tissue Boxes:** Remove tissue boxes.
- Trashcans:** Trashcans should be hidden.

## BATHROOMS

- Declutter:** Toothbrushes, razors, soap, shampoo and other personal items should be hidden.
- Depersonalize:** Hide medicine and medical devices.
- Clean the mirror:** Use Windex and wipe with newspaper to prevent streaks.
- Throw Rugs:** Remove throw rugs and bath mats.
- Tissue Boxes:** Remove tissue boxes.
- Trashcans:** Trashcans should be hidden.

## OFFICES

- Declutter:** Organize and put away any loose paperwork.
- Depersonalize:** Remove personal information (phone numbers, account numbers, passwords, etc.)
- Hide cords:** Hide cords for monitors, computers, lamps, etc.
- Trashcans:** Trashcans should be hidden.

## OUTSIDE

- Move Cars:** Move cars from the driveway. If possible, move cars from the front of the home.
- Hide hoses:** Do this the day before your shoot to avoid drips and puddles.
- Prep the yard/deck:** Yards and decks should be cleared of any tools, toys, etc.
- Mow:** If you have a lawn, be sure it is mowed at least 24 hours prior to the shoot.
- Deck:** Deck furniture should be completely set up with tables, chairs, cushions, and umbrellas.
- Clean patio furniture:** Dust and remove cobwebs from all outdoor furniture. Do not hose down your furniture the day of your shoot, since this can create puddles.
- Watering:** Do not water the day of the shoot to prevent puddles on pavement or decking.
- Remove the For Sale Sign:** The For Sale Sign should be removed if it has already been installed. Signs can't always be edited out. It's best to schedule photos before the sign is installed.
- Hide trashcans:** Trashcans can be placed on the side of the property or in the garage/subarea.

Thank you for taking the time to use this checklist. If you have any questions, please reach out to us at [info@sweetwaterphoto.com](mailto:info@sweetwaterphoto.com) or 209-288-4111