



BILL SCHULTZ PHOTOGRAPHY

Real Estate Photography Checklist

My goal is to show your home in the best way possible that will attract potential buyers. Please take your time going through this checklist prior to my arrival to help ensure a safe and successful photoshoot. If you have any questions or concerns, please do not hesitate to call me.

General prep:

- ☐ For the safety of your pets, myself and my equipment please secure or remove pets, pet food and water dishes.
- ☐ Plan to not be in the photos. If you work from home, please plan for a little down time.
- ☐ Vacuum and/or dust floors, dust all surfaces including ceiling fans, and clean all mirrors. Dust shows up in flash photography
- ☐ Hide shoes, coats, umbrellas, trash cans, portable fans, cords, toys (kids and pets), and remotes (TV and game).
- ☐ If possible, remove any personal, religious, and political items from rooms, including photos, urns, flags, etc.
- ☐ Turn off ceiling fans, TVs, and computers
- ☐ Turn on all lights
- ☐ Open all blinds and shades with views
- ☐ Garages and closets make great places to store items since they are seldom photographed. If you are available during the shoot I may ask you to move items temporarily. I will not touch personal items. If you plan to not be home please think about staging the home to be its best.

Kitchen:

- ☐ Clean up and put away dishes, sponges, soaps, towels, etc. A few items on the counter, like small appliances, are fine
- ☐ Remove magnets, pictures, etc from appliances
- ☐ Remove rugs and mats from floors
- ☐ Clean stove and counter tops
- ☐ Clean backsplashes

Bathrooms:

- ☐ Hide items such as toothpaste, toothbrushes, razors, combs and hair products, and other personal items
- ☐ Decorative unused soaps, candies, flowers, etc are preferred
- ☐ Remove rugs or mats from floors
- ☐ Clean mirrors, showers doors, sinks, and tubs
- ☐ Close toilet lids

Bedrooms:

- ☐ Make the beds
- ☐ Put away all personal items

Home Offices:

- ☐ Be sure monitors are turned off
- ☐ Organize items on desks and bookshelves
- ☐ Put away all documents (these photos will be on the internet)

Outdoor:

- ☐ Remove vehicles from driveways and yards
- ☐ DO NOT WET driveways
- ☐ Turn off sprinkler systems
- ☐ Hide hoses
- ☐ Have the lawn mowed the day before
- ☐ Pick up pet waste
- ☐ Prep pool and spa areas. Have them cleaned and covers off if possible during warm seasons
- ☐ Remove any for sale, or other signs
- ☐ Clean deck, patio, and furniture

Twilight:

- ☐ Turn on all interior and exterior lighting
- ☐ Turn on spa and remove covers
- ☐ Turn on spa and pool lights
- ☐ Turn on water features