

Pre-Shoot Checklist for Showcasing Your Property

In today's competitive real estate market, making a strong first impression online is crucial. With nearly all home buyers beginning their search on the internet, your property needs to stand out. Hiring a professional photographer, like [Chris Scheckla Photography](#), can significantly enhance your property's appeal. To ensure your home is presented in the best possible light during the photo shoot, it's crucial to prepare both the interior and exterior thoroughly. This guide provides essential tips to help you prepare your home for photos.

Exterior Preparation

- Curb Appeal:** Mow the lawn, trim the hedges, and clear any debris. Pressure wash concrete, ensure that walkways are swept and free of leaves and clutter.
- Front Door:** Clean and polish the front door. Consider adding a fresh coat of paint if needed. Remove any flags or signage.
- Lighting:** Replace any burnt-out light bulbs and ensure all exterior lights are working. Try to match the bulb color/temperature across the exterior.
- Driveway and Garage:** Clear the driveway and curb of vehicles, trailers, moving pods, garbage cans, sports equipment and other items to present a clean space.
- Outdoor Furniture:** Arrange outdoor furniture neatly and clean any surfaces. Uncover fire pits and adjust umbrellas/awnings accordingly.

Interior Preparation

- Declutter:** Remove, knick-knacks, and excess furniture to create a spacious feel.
- Clean Thoroughly:** Dust surfaces, vacuum, mop floors, clean windows and mirrors.
- Depersonalize:** Take down personal photographs and memorabilia to help potential buyers envision themselves in the space and conceal personal information.
- Lighting:** Turn on all lights and replace any burnt-out bulbs to ensure the home is bright and inviting. Try to match the bulb color/temperature throughout each space.
- Repairs:** Fix any minor repairs, such as holes in walls, damaged window screens, chipped paint and faulty doors/drawers. Dust ceiling fan blades, they will be off for photos.

Room-by-Room Guide

Kitchen

- Countertops:** Clear countertops of all temporary appliances and irrelevant items.
- Sink:** Remove dishes, racks, sponges, soap and clean the sink thoroughly.
- Refrigerator:** Clean and clear the front of the refrigerator of magnets and notes.

Living Room

- Furniture Arrangement:** Arrange furniture to highlight the space and create an inviting atmosphere. Remove all rugs throughout the house unless it's utilized for staging.
- Decor:** Add a few decorative items like fresh flowers or a stylish throw.
- Fireplaces:** Test functionality to ensure fireplaces are in working order.

Bedrooms

- Bedding:** Use fresh, neutral bedding and ensure the bed is neatly made.
- Closets:** Organize and declutter closets to showcase storage space.

Bathrooms

- Surfaces:** Clear countertops of personal items and clean all surfaces.
- Shower/Tub:** Clear soaps, shampoos and any other personal items.
- Towels:** Hang fresh, clean towels and check the appearance of toilet paper.
- Plungers/toilet brush:** Remove or hide and keep the toilet lid closed.

Final Touches

- Pets:** Remove or crate pets. Remove pet-related items, such as bowls and toys, from the property during the shoot. Please clean up any pet feces inside and out in the yard.
- Final Walkthrough:** Do a final walkthrough **BEFORE** the photographer arrives to ensure everything is in place, lights are on, fans are off (fans blur in photos), windows are closed and pets are secured. Photographer will help adjust blinds to optimize light and view.
- People:** After the property is deemed ready to shoot it is recommended that all non essential people temporarily leave the property. This allows the photographer to focus on the property and each individual space without distractions and interferences. Wide angle lenses are used. Yes, we can see you through windows and your reflections.

Seek Staging Advice

The photographer **WILL NOT** be staging your home. For best results, consult your real estate agent or a professional stager for additional staging advice.

Photo Shoot Details

- **Contractors:** Plan enough time for contractors to finish their jobs, so we don't interfere with each other.
- **Real Estate Signs:** Please install the sign after the photo shoot. It can block part of the home for the feature images.
- **Duration:** The photo shoot will take approximately 60 minutes just for photos, depending on the size of your property. More time will be needed for additional photo services.
- **Rooms photographed:** All major furnished rooms and bathrooms will be photographed. Garages, unfinished areas and closets may be excluded based on owners preference.
- **Storage solutions:** Use garage, shed, closets and unfinished areas to store items removed for the photography session. Do not store items in spaces that will be photographed.
- **Copyright Policy: Photo use is limited to the one-time sale of the property and are not transferable. Full ownership rights ARE NOT included. Chris Scheckla Photography maintains full ownership of the photos and media. Contact for additional information.**

Avoid Additional Fees

Proper preparation will save time and prevent potential extra fees:

- **Failure to prepare may result in an additional fee of \$25 to \$50, depending on the time needed for on-site preparation. Or the property will be photographed as is.**
- **Severely unprepared homes may lead to cancelation or need to be rescheduled with a minimum \$75 fee for a site revisit.**
- **Cancellation policy: If the photo shoot is cancelled within 12 hours' of scheduled time, a \$75 fee will be applied.**

The photographer works on a strict timeline, often shooting multiple properties a day. We require 24 hours to edit and deliver the photos. Please plan accordingly to avoid any delays or time critical issues. This allows us to provide consistent and reliable services to all of our clients. By following these guidelines, you can ensure a smooth and efficient photo shoot. Highlighting the best features of your home. Your property will be poised to impress potential buyers online and it'll be ready for open houses. Increasing the likelihood of a successful sale. Thank you for trusting us with your photography needs and taking the time to prepare!

Click or type the link below to view pricing, services and schedule a photo shoot online.

<https://scheckla-photography.aryeo.com/portal> or

call (805)-824-5944 email schecklaphoto@gmail.com