



PREPARING FOR YOUR PHOTOSHOOT

We've taken everything we've learned in photographing and marketing tens of thousands of properties and compiled the list below to help real estate agents and homeowners prepare properties for photoshoots. In our experience and research, following the checklist below will ensure that your property is as marketable as possible!

NOTE: To ensure that the photographer has ample time to photograph your property, please ensure that showings are not scheduled during your scheduled photography session.

Please print off this checklist and make sure that the following items are completed prior to your Virtuance photographer arriving onsite:



LIGHTING

- All interior and exterior lights on, including floor lamps, table lamps, under-cabinet lighting, stove-top lighting, bedside lamps, ceiling fan lights, and other secondary light sources
- Ensure that all light bulbs work. Replace any burnt out bulbs



KITCHEN

- Remove all non-decorative items from counters (dish soap, paper towels, phones, cleaning supplies, etc.)
- Remove magnets, photos, kids artwork etc. from the refrigerator



BATHROOMS

- Lower all toilet seats
- Clear countertops of non-decorative items
- Remove toiletries from bath/shower area (curtains/door are often opened to show off tiling/fixtures)



FRONT AND BACKYARDS

- Take down flags
- Put hoses and other equipment away, organize patio/deck
- Pick up pet waste, put away garbage bins, and generally clean up yard
- Freshly-cut lawn and landscaping in good shape



PETS

- Keep pets out of the way during the shoot (in the backyard, garage or unfinished basement, for example)
- Put away pet supplies, including food/water bowls, crates, toys, etc



WINDOW TREATMENTS

- Open curtains/blinds all the way in every room - blinds should be twisted open, not pulled up



VEHICLES

- Ensure that no vehicles are in the driveway or on the street in front of the home
- Close garage doors



NEIGHBORS

- Let the next door neighbors on both sides know about the scheduled shoot so that they can ensure their yards are clean, cars are out of the driveway, and garage doors are closed



STAGING

- If available, place unobtrusive decorative items on counters and tables - examples include fresh flowers, bowls of fresh fruit, pottery, vases, and new candles



HOLIDAY DECOR

- Remove all holiday decor - examples include Pumpkins, Christmas trees, menorahs, Christmas lights, wreaths from the front door, etc



YARD SIGNS

- We kindly ask agents to remove for sale signs from the yard if they do not want the sign in the exterior shots



OTHER

- Turn ceiling fans off
- Put all personal items away
- Remove any religious symbols from view
- Generally make the house as clean as possible

Thank you for choosing Virtuance for your real estate marketing needs. We look forward to working with you! Please contact us prior to your shoot if you have any questions or concerns.