



CHARLOTTEVILLE REALTY

PHOTOGRAPHY PREP CHECKLIST

At Charlotteville Realty, we aim to photograph your home and/or property with the highest quality that will wow buyers and attracts offers. To ensure your photoshoot goes smoothly and safely and maximizes results, we have put together this preparation checklist of things you should do before your scheduled shoot.



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GENERAL PREP

Be shoot-ready. This will maximize the results and help your property stand out amongst other properties on the market. 97% of property searches start online. Visual appeal is extremely important in creating interest in your property.

Be shoot-ready: Cleaning must be done before we arrive, preferably the day before your photoshoot.

- Dust all surfaces
- Clean ceiling fans
- Clean baseboards
- Wipe down/polish furniture
- Wash and put away all dishes
- Wipe down windows and mirrors
- Wash, fold and put away any laundry
- Organize all closets, cabinets, and pantries (if they will be showcased)
- Clean floors – sweep, vacuum, and shampoo carpets if needed

Secure all pets: we love pets but can't have them around for your photoshoot. Dogs must be secured to ensure the safety of our equipment and staff. MLS rules also prohibit people and pets from being in pictures. Cats should be secured as well, although they usually pose fewer problems than dogs (cats often hide). It's also a good idea to hide pet food and water bowls as well.

Plan not to be seen: All occupants should plan on either being off the property or remaining in areas where they can't be seen during the photoshoot. Rooms overlap in the photos; people can cause shadows and reflections and could create a risk to equipment that will be set up throughout the property. This includes exterior drone photography and videography.

Use the garage or barns for storage: We normally don't publish photos of the inside of garages online, so this is a great place to store items you'd like to hide. However, we might capture a few shots in case of buyer requests.



OUTSIDE PREP

The exterior of your property is more important than the interior, as it is the first thing a potential buyer will view. You will want to ensure that exterior windows have been cleaned, the grass has been cut, that any cars have been removed from the driveway, and that trees and shrubs have all been manicured. Other personal belongings and children's toys should be removed until after the photos have been taken, and any walkways and pavements should be clean and clear.

- Mow and trim the yard: Do at least 24 hours prior to your photoshoot. Remove all debris, trash or clutter.
- Hide trashcans: Trashcans can be placed on the side of the property or in the garage.
- Hide hoses: Do this the day before the shoot since hoses can drip water onto the pavement when being moved, leaving puddles in your pictures.
- Clear the cars: Make sure no cars are in the driveway. Also, move cars from the street in front of the home. We want as clear a view as possible of your property.
- Prep ponds, creeks, pools, and spas: If you have a pool and/or spa, please have them clean with covers removed, weather permitting. For spas, please provide instructions on how to turn them on. Remove debris or trash surrounding your pond, they are huge selling features.
- 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



INSIDE PREP

We all live in our homes and accumulate things. To maximize results, we have to make space ready for potential buyers to imagine their lives in the space. Decluttering your home before selling it is quite beneficial to the overall appearance. Appearance translates into the financial aspect of your home sale.

- Declutter kitchen: A few items on the counters are usually fine, but dishes, sponges, rags, etc. should be put away. It's best to remove all magnets, pictures, etc. from the refrigerator and remove throw rugs from the floor.
- Declutter bathrooms: Toothpaste, toothbrushes, razors, and other "personal" items should be hidden. Decorative unused soaps, candles, flowers, etc. are preferred. It's also good to remove all throw rugs from the floor.
- Prep bedrooms: All bedrooms should have their beds made and items put away.
- Hide trashcans: Trashcans can distract, so it's best to hide all of them in closets or the garage.
- Hide portable fans: Ceiling fans are selling items but portable fans can give the wrong impression. It's best to hide all portable fans in closets or the garage.
- Hide cords and remotes: Sometimes electrical cords can't be hidden, but you will have more appealing pictures if you can hide TV remotes, game consoles, and any noticeable cords.
- Clear entryways: Remove all shoes, umbrellas, and similar items from entryways.
- Before we arrive, please make sure all interior lights are working, and please replace all burned-out bulbs

Thank you for your time and patience in going through this checklist!
If you have any questions, please don't hesitate to contact us anytime.