



CLIENT PREPARATION GUIDE

Make Every Room Photo-Ready

A simple room-by-room checklist to help your property look its best and keep photo day running smoothly.

CLEAN SURFACES · LESS CLUTTER · CLEAR WALKWAYS

The home should be completely cleaned, staged, and accessible before the scheduled appointment.

01 | **START HERE**

The Whole Home

Complete these items before moving room by room.

THE DAY-BEFORE CHECKLIST

- ☐ Vacuum carpets, mop hard floors, and clean mirrors, windows, and glass doors.
- ☐ Clear countertops, tables, nightstands, and other visible surfaces.
- ☐ Remove personal photos, names, calendars, paperwork, and valuables from view.
- ☐ Straighten furniture and remove excess furniture or accessories that make rooms feel tight.
- ☐ Hide visible cords, chargers, remotes, portable fans, toys, pet dishes, pet beds, and litter boxes.
- ☐ Remove small rugs, doormats, bath mats, and runners so the flooring can be seen clearly.
- ☐ Empty wastebaskets and store them out of sight.
- ☐ Replace nonworking bulbs and use matching bulb colors within each room.

LIGHTING AND WINDOWS

LIGHTING You do not need to turn on every light before we arrive. Our photographer will choose the best lighting for each room. Please make sure lamps are plugged in and all fixtures have working bulbs.

- ☐ Lower horizontal blinds and open the slats to a consistent, nearly flat position.
- ☐ Open vertical blinds fully whenever possible.
- ☐ Match all window coverings on the same wall. If a neighboring home is prominent, angle the slats upward slightly for privacy.

Exterior, Yard & Pool

The first image buyers see is often the front of the home.

EXTERIOR AND YARD

- ☐ Move vehicles away from the front of the home and out of the driveway; use the garage only if it will not be photographed.
- ☐ Mow the lawn, rake leaves, pull weeds, trim overgrowth, and remove dead plants.
- ☐ Remove trash, branches, debris, hoses, garden tools, toys, bicycles, and cleaning supplies.
- ☐ Store trash and recycling bins in the garage, shed, or another area outside the camera view.
- ☐ Sweep walkways, patios, decks, porches, and outdoor stairs.
- ☐ Clean exterior windows and glass doors; remove visible debris from the roof and gutters when safely possible.
- ☐ Arrange outdoor furniture, straighten cushions, and open the patio umbrella if it is clean and secure.
- ☐ Clean the grill and store propane tanks, grill tools, and loose accessories.
- ☐ Remove seasonal decor and visible security or yard signs when directed by the listing agent.

POOL AND SPA

- ☐ Clean the water and remove floating debris and visible dirt from the bottom.
- ☐ Remove covers, cleaners, hoses, chlorine dispensers, and pool toys.
- ☐ Straighten lounge chairs and stage towels or umbrellas neatly.
- ☐ Turn on pool lights, spa bubbles, and water features only if they are functioning and safe.

IF DRONE SERVICE IS SCHEDULED Keep the driveway, yard, deck, and pool area especially clear. Aerial views reveal items that may not be noticeable from ground level.

03 | MAIN LIVING SPACES

Kitchen, Dining & Living Areas

Aim for clean, open, and intentionally styled.

KITCHEN

- ☐ Remove dishes, food, drying racks, soaps, towels, cleaning products, and countertop clutter.
- ☐ Store small appliances unless they are an intentional part of the staging.
- ☐ Remove magnets, photos, notes, calendars, and artwork from the refrigerator.
- ☐ Clean countertops, cabinet fronts, appliances, sinks, and faucets.
- ☐ Organize open shelves and remove excess items.
- ☐ Sweep and mop the floor; remove kitchen mats and runners.
- ☐ Hide trash cans, pet bowls, step stools, and child-safety items when possible.

DINING AND LIVING AREAS

- ☐ Clear dining tables and use one simple centerpiece if desired.
- ☐ Straighten chairs, sofas, coffee tables, rugs, pillows, and throws.
- ☐ Organize bookshelves and reduce knickknacks to a few intentional pieces.
- ☐ Hide remotes, cables, game systems, chargers, and visible electronics accessories.
- ☐ Turn televisions, monitors, and digital displays off.
- ☐ Remove excess furniture, exercise equipment, playpens, toys, and pet items.
- ☐ Turn ceiling fans off and make sure fan blades are clean.

STYLING CUE A few well-placed accessories add warmth. Too many small items create visual clutter and make a room feel smaller.

04 | PRIVATE SPACES

Bedrooms & Bathrooms

Crisp linens and clear surfaces make the biggest difference.

BEDROOMS

- ☐ Make each bed neatly, smooth wrinkles, and arrange decorative pillows.
- ☐ Store clothing, shoes, laundry, hampers, and items visible under the bed.
- ☐ Clear bedside tables, dressers, and desks of personal items and cords.
- ☐ Remove excess pillows, blankets, toys, and small furniture.
- ☐ Organize children's rooms and reduce visible toys and collections.
- ☐ Tidy walk-in closets only if the listing agent wants them photographed.
- ☐ Open curtains and align blinds consistently with the rest of the home.

BATHROOMS

- ☐ Close toilet lids.
- ☐ Clear countertops, sinks, tub ledges, and shower shelves.
- ☐ Store toothbrushes, toiletries, medications, plungers, scales, and wastebaskets.
- ☐ Remove bath mats, towels hanging on doors, cleaning items, and children's bath toys.
- ☐ Clean mirrors, glass, faucets, countertops, tubs, showers, and floors.
- ☐ Use only neatly folded or staged towels; keep soap and decor minimal.
- ☐ Check that toilet paper rolls and towel bars look neat and complete.

CLOSETS AND UNFINISHED SPACES We typically do not photograph inside standard closets, unfinished areas, garages, or storage sheds unless the listing agent requests them. Use non-photographed storage areas to keep preparation items out of sight.

05 | APPOINTMENT DAY

The Final 15-Minute Check

Walk through once more before the photographer arrives.

- ☐ People are ready to step outside or remain completely out of the camera path.
- ☐ Pets are secured in a kennel, on a leash with an adult, or safely offsite.
- ☐ All requested rooms and exterior areas are unlocked and accessible.
- ☐ Ceiling fans, televisions, monitors, and digital displays are off.
- ☐ Toilet lids are down and bathroom counters are clear.
- ☐ Curtains and blinds are aligned consistently.
- ☐ Vehicles are moved and the driveway is clear.
- ☐ Trash cans, pet items, cleaning supplies, cords, and personal documents are out of sight.
- ☐ The yard, patio, deck, pool, and spa are staged and free of loose items.
- ☐ The listing agent has identified any rooms or features that should not be photographed.

DURING THE APPOINTMENT

IMPORTANT For safety and insurance reasons, our photographers cannot clean, stage, move furniture, or handle personal property. Please complete all preparation before the scheduled arrival time.

- ☐ Allow uninterrupted access so the photographer can move efficiently through the property.
- ☐ Keep pets and occupants away from the active room and equipment.
- ☐ Point out must-have features, access instructions, or excluded rooms before photography begins.

Your home is ready.

Thank you for helping us create the strongest possible first impression.