

Real Estate Listing Photo Checklist

INTERIOR STAGING

- ___ Declutter the floor and horizontal surfaces
- ___ Place towels on the towel bars
- ___ Tidy closets
- ___ Remove rugs - uninterrupted floor space looks larger in photographs
- ___ Shine all windows, glass and counters
- ___ Open all window and door coverings to allow as much light as possible
- ___ Put out of sight all trashcans, cleaning supplies, magazines, books, power cords, religious and political items
- ___ Turn off all ceiling fans, computer screens and televisions

EXTERIOR STAGING

- ___ Ensure all light fixtures are working
- ___ Turn on all lights during evening shoots
- ___ Grass should be freshly mown
- ___ Driveways, porches and sidewalks swept
- ___ Put away all trash cans, garden tools, lawn equipment, vehicles and toys
- ___ Photograph the exterior when the sun is directly hitting the front of the home (morning for an east face home, afternoon for a west facing home)

TIP:

Maximize the impact of your images by editing using a free service like Picmonkey.com or hire someone to do it for you by using 99designs.com.



SHOT LIST

- ___ Exterior Front - if it is evening, turn on the porch light and a front room interior light
- ___ Exterior Front Corner - maximize the size of the lot
- ___ Exterior Rear
- ___ Main Living Area
- ___ Master Bedroom
- ___ Master Bath
- ___ Kitchen
- ___ Extra Bedroom
- ___ Attractive Feature #1: _____
- ___ Attractive Feature #2: _____

TIP:

Post your images in the order they are listed in the shot list!