



SCR Consulting
REAL ESTATE PHOTOGRAPHY

Property Checklist

GENERAL PREPARATION

- Test lights to make sure that they work
- Touch up paint, fill holes or scratches in walls
- Declutter: put away excess furniture and personal items, including clothes hanging on racks, shoes
- Put away personal items (e.g. photos, religious items)
- Put away mats and small carpets, tablecloths, portable fans, ashtrays
- Tuck cords out of sight
- Put away evidence of pets (feeding dishes, crates, toys)

CLEANING

- Clean home thoroughly; e.g. vacuum carpets, wash floors, and especially clean windows and mirrors (smudges and dirt will show in photos)

KITCHEN

- Clear countertops of excess appliances
- Empty sinks and put away dishes
- Move garbage bins to garage or storage
- Remove artwork from refrigerator

BATHROOMS

- Clean mirrors, glass surfaces, toilets, tubs, and showers
- Hang towels neatly from racks
- Empty garbage and hide bins
- Remove personal hygiene products

BEDROOMS

- Make beds and tidy the rooms
- Put away clothing, toys, and valuables

EXTERIOR

- Mow lawn and tidy gardens
- Remove yard clutter
- Remove snow and ice from driveway, pathways, steps
- Organize patio furniture and children's toys
- Move vehicles out of the driveway
- Hide garbage and recycling bins

PREPARING FOR MY VISIT

- Please have the house ready at the scheduled time
- Turn on lights (including table lamps and bedside lamps), turn off ceiling fans, raise curtains and blinds
- Confine pets to a room, basement or put outside
- Move to another floor while I am working

WHAT I WILL DO

- Go through the property with you and the owner to make suggestions to ensure it is “photo ready”
- Assist with minor preparation
- Take photos from various angles to best show the property, and shoot around objects to minimize problems
- When processing photos, remove temporary items (e.g. boxes) and blemishes that will be repaired before the property is listed (e.g. holes in walls, brown patches on lawn)
- Draw your attention to items that I see when processing the photos; e.g. marks/stains on walls

WHAT I WON'T DO

- Move furniture
- Wait while you “stage as you go”
- When processing photos, remove permanent items (e.g. walls, power lines, signs)

Remember: the better that your property is prepared, the shorter my visit will be, and—most importantly—the better the photos will be, the better the property will show, and the quicker it will sell

Steve Ricketts
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