



Our goal is to photograph your home with the highest quality that will wow buyers and attract offers. To ensure your photoshoot goes smoothly and safely, we've put together this checklist of things you should do prior to your scheduled shoot. If you cannot do all of the items on this checklist, that is fine, but each individual item is appreciated and will ensure better photos at the end of the day.

General Prep

- Be shoot-ready:** Cleaning and staging needs to be done before we arrive. We would like to be shooting within 10 minutes of arriving so that we can reliably make it to our next shoot in a timely manner.
- Choose the best time:** In addition to booking only for when your property will be shoot-ready, please communicate with your realtor to book for the time of day that is most flattering to your home. Check the weather forecast! We prefer a day/time with direct sunlight on the front of the home and with no shadows on it from nearby trees. If not possible (for instance, North-facing homes), an overcast sky actually might be preferable over a sunny backlit sky. We can easily edit overcast skies to appear blue and cheerful. If you have questions, please contact us!
- Secure or remove pets:** We love pets, but we can't have them around for your photoshoot. Dogs must be secured or off the property to ensure the safety of our equipment. Cats should be secured as well, although they usually pose fewer problems than dogs. Please hide food and water bowls, litter boxes, crates, beds, and toys.
- Plan not to be seen:** All occupants should plan on either being off the property (preferred) or remain in areas where they can't be seen for the duration of the photoshoot. Full service shoots may take a few hours, so please make sufficient plans so that you do not need to rush us out.
- Use the garage for storage:** We normally don't shoot garages, so this is a great place to store items you'd like to hide, or for your pets to wait while we're shooting.



Exterior Prep

- Mow and trim the yard** at least 24 hours prior to your photoshoot. Consider trimming trees (especially in front of the house) to allow for as many clear views as possible. Blow leaves and lawn debris out of sight.
- Powerwash the driveway (optional)**: This step makes a big difference for mossy or otherwise dirty driveways and exteriors. This should be done at least 24 hours prior to the photoshoot.
- 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.
- Turn off sprinklers and hide hoses**: Do not water the day of the shoot to prevent puddles on pavement. Similarly, hoses can leave puddles when moving, so please do this the day before the photoshoot.
- Pick up after your pets**: Please clear the yard of all pet droppings, toys, and other small items.
- Prep pool, spa, and water features**: If you have a pool, spa, fountains, or waterfalls, please have them cleaned and ready with covers removed. For water features, provide instructions on how to turn them on.
- Clear the cars**: Make sure no vehicles are in the driveway. If possible, also move cars and trailers from the street in front of the home and from the interior view of any window.
- Hide trash cans**: Trash cans may be hidden on the side of the property or in the garage.
- Remove for-sale sign**: The for-sale sign should be removed from the property or installed after the shoot, since visible signs violate MLS policies and can't always be edited out.



Interior Prep

- Declutter all rooms:** Items that are not intentionally decorative are best hidden before we arrive. This includes but is not limited to trash cans, throw rugs, clothing, shoes, personal electronics, portable fans, child and pet accouterments, etc. Rule of thumb: if you have to ask, the answer is probably “hide it”.
 - Kitchen:** Dishes, sponges, rags, etc. should be hidden. Please remove all magnets, pictures, etc. from the refrigerator. Appliances such as coffee machines and toasters are acceptable but still best hidden. Barstools and dining chairs should be centered and/or evenly spaced.
 - Living room:** Hide electronics if possible. Fluff cushions and pillows. Gas fireplace on, if applicable.
 - Bathrooms:** All personal items such as toothbrushes, razors, soap, shampoo, shower accessories, towels, etc. should be hidden. Decorative towels, unused soaps, candles, flowers, etc. are great. Toilet seats down and toilet paper folded neatly or hidden.
 - Bedrooms:** Beds made and items put away, especially electronics, chargers, and clothing.
 - Laundry room and Entryways:** Hide all clothing, shoes, rugs, umbrellas, and detergent if possible.
- Hide family photos (optional)** any decorations with children’s names or other personal information.
- Wash windows, surfaces, and floors:** Clean the interior and exterior of all windows and mirrors prior to our arrival. Surfaces such as counters and appliances should be wiped and floors mopped.
- Turn on lights:** Please make sure all lights and lamps are plugged in and turned on for the shoot. Please replace all burned-out bulbs, and consider replacing bulbs that are mismatched in color.
- Open blinds and curtains:** We generally prefer all blinds completely open for maximum natural light.
- Turn off ceiling fans:** Ceiling fans must be OFF for photos. If we have also booked video services, please leave directions for us to turn ON all ceiling fans for the videos after we’ve finished the photos.



Twilight Prep

If you've scheduled a twilight shoot, the following are additional items to prepare before we arrive. Note that twilights have tight schedules to ensure optimal lighting, so it is crucial that all of these items are ready before we arrive.

- Turn on all interior and exterior lights: All lights throughout the property need to be turned on. Please replace all burned-out bulbs.
- Turn on spas and remove covers: If you have a spa, remove the cover, and turn it before we arrive. Turn on the lights in the spa as well.
- Turn on pool lights: If you have a pool, turn on the pool lights before we arrive.
- Turn on water features: If you have fountains, waterfalls, or similar water features, please turn them on before we arrive.

Thank you for your time and patience to go through this checklist! If you have any questions, please feel free to contact us anytime.



JOSEPH WENDA

www.friendlystreetmedia.com
joseph@friendlystreetmedia.com
(509)-952-6991