

# SHOOTING DAY CHECKLIST



We want to insure that the ultimate preview of your listing online is the best that it can be. In preparation for the photo and/ or video shoot, please prepare your property the same as you would prepare for an open house. For a very short time, your house is now a 'product' more than it is a 'home'.

The following checklist is for you to use to ensure that your listing is ready on the day of your shoot.

We understand that you are busy and also need to *live* in your home, so we appreciate whatever you can do to help us present your home in it's best possible light. This will generate more personal showings to get your home sold faster and for the highest possible price.

## Interior of Home

### General

- Turn on all table lamps and overhead lights, as well as oven hood, artwork and cabinet lights.
- Replace any burned out or missing bulbs.
- Remove pet food bowls and toys, as well as all pets.
- Conceal cords. Cords remind us how many things we keep plugged in 24/7. Let's not remind buyers how difficult they are to hide. Cords stretched across the wall are not pretty!
- Fireplaces are terrific props and should be turned on (seasonally) if possible. If wood fireplaces are in the home, make sure fire has been lit prior to filming to insure that it is mature in its development. Outdoor fire pits should also be lit if possible.
- Decorative candles may be lit.
- Open doors between rooms to give an open feeling and to ensure all rooms are included in the tour. If there are rooms you do not want us to shoot, please leave the door closed.
- Remove children's and pet's toys from all rooms.
- Wash all floors and vacuum carpets
- Replace any stained or missing ceiling tiles in basement.
- Remove pool table covers, rack up balls and place cue across the table.
- Hide or remove "questionable/ personal" items.
- Remove any personal photos or children's names on the wall that you do not want to see online.



## Living Rooms/ Family Rooms

- Remove TV remotes
- Remove Video game equipment
- Remove DVDs
- Remove visible electric cords
- Remove magazines and additional clutter
- Remove pedestal fans.

A simple, nice coffee table book may be tastefully arranged on the table.

## Entry

- Remove shoes
- Remove bags
- Remove floor mats
- Remove umbrellas



## Kitchen

- Clear miscellaneous items off the island - we want to show how spacious it is.
- Clear front and sides of the refrigerator. Sports schedules, photos and school lunch menus, etc. look sloppy on camera. Let's clear it completely, at least for the tour.
- Clear toaster, toaster oven, microwave, coffee pot, knife block, can opener, hand mixers, etc. (One or two small appliances are fine - the idea is to style your space like a

model home.)

- Remove all dishes.
- Clear tea towels from oven and refrigerator door handles.
- Clean off all appliances. Be sure they are free of streaks.
- Hide trash containers.

If you set your table with your best cutlery and perhaps a centerpiece of fruit or flowers, it's best to keep it minimal and not too busy. A lower height is best for photographs. White plates look best in photos.



## Bathroom

- All toilet seats should be closed. Shower/ bath items should be placed under the sink for the tour. Remove toilet plungers and brushes.
- Clear counters of electric toothbrushes, WaterPics, pill bottles, etc.
- Remove wastebaskets, tissue boxes, used soap dishes, bathmats (makes the bathroom look larger)
- If we are photographing a clear glass shower, please remove all shower and bath items. Be sure the glass is clean and free of streaks or cloudiness.
- Remove/ hide any and all medication bottles and medical equipment.

## Bedrooms

- Bedding, pillows, comforters and bed skirts should be properly aligned.
- Make the beds
- Put the clothes in the hamper.
- Check for visible items stored under the bed.



## Exterior of Home

- Please put pets in a car or garage at the time of shooting. Better yet, take them for a walk!
- Remove all vehicles from the front of the house and the driveway. If possible park at least 2 houses away.
- All yard hoses should be neatly coiled.
- Make sure there are no trash cans visible on the outside of the home.
- Remove noticeably large weeds
- Remove trailers
- Remove toys
- Hide bicycles and skateboards

- Sweep/ remove stains from driveway and sidewalks
- Groom the lawn and garden. Rake any leaves and cover any dirt with mulch.
- Outdoor furniture should be wiped clean and cushions arranged.
- Turn on all waterscapes in yards including jacuzzis, ponds and waterfalls, as well as fire pits.
- If a 'for sale' sign is present, please remove the sign (as per the real estate board rules).
- During the winter months when the yard is covered in ice a snow, PLEASE advise us of any hidden ponds, holes, low retaining walls or uncovered pools in the yard. We also greatly appreciate having sidewalks and steps shoveled and clear of ice.

### Swimming Pools

- Remove pool covers
- Remove robot vacuums
- Remove toys as well as any debris.
- Arrange furniture neatly
- Be sure your water is balanced and not "green".
- Open all patio/ yard umbrellas



First impressions are everything, and these points will help make your property outshine the competition.

Make sure all light bulbs are the same kind, LED's are preferred (warm white). Do not use CFL's since they cast an unsightly yellow light. If your walls are colored, it will change the color of your walls. It's not pretty.



If possible, have your windows professionally cleaned inside and out. You may feel that they are “clean” now, but once you have it done it’s like magic and the difference is obviously clear (no pun intended!) Constant, clean lighting and sparkling clean windows makes an incredible first impression as you enter the home.

We can't assume liability for moving furniture, etc. The property will be photographed as is. Ask your real estate professional which things, if moved, would improve the tour as well as subsequent showings.

Please, do NOT schedule any outside services such as lawn mowing, gardeners, pool maintenance, house & window cleaners, etc. on the day of shooting.

Please give the photographer a non-occupied space to work with if possible. This will help the photographer move faster and create better work for you by not getting distracted while working.

Even if people are just shuffling from room to room to "stay out of the way," it is very distracting, and sometimes you may show up in the photos as we use a wide angle lens. You will get the most out of the marketing process if the home is unoccupied by homeowners and pets.

## **Video Tours**

It's best to not schedule video shoots on neighborhood trash day as we also usually film the immediate neighborhood and driving down the street.



It is a 'walk through' video tour, and we're constantly on the move throughout the home - without stopping, so "moving stuff out of the way" doesn't work. Please have all extraneous furniture, toys, clothing, etc. that you do not want filmed put away prior to our arrival. They can be placed outdoors (after we shoot exteriors), in garages, unfinished basements, closets, and even inside a shower with the curtain closed.

**Although some of this will feel overwhelming, it will result in an outstanding online presence when your home goes on the market for sale, as well as for open houses and for personal showings.**