

Real Estate Photography Preparation Checklist



GENERAL PREPARATION

Complete All Cleaning & Staging in Advance

Ensure the home is cleaned and fully staged no later than the day before the scheduled shoot. Large furniture and staging accessories must be in place prior to arrival. The photographer may make minor adjustments to small items for optimal composition.

Ensure No Occupants Are Visible

All household members should either leave the property or stay out of rooms being photographed. People appearing in reflections, shadows, or background spaces may reduce photo quality.

Remove or Secure All Pets

Pets must not be present in listing photos. Dogs should be removed or secured for the safety of the photographer and equipment. Cats should be contained as well. Hide pet food bowls, beds, toys, and litter boxes.

Use the Garage for Temporary Storage

If necessary, store excess items in the garage—this area typically will not be photographed.

EXTERIOR PREPARATION

Remove All Vehicles from Driveways and Street Views

Views Keep the front of the property clear of vehicles to maximize curb appeal.

Hide All Trash Bins, Hoses, and Yard Tools

Place them out of sight, preferably in the garage or behind fencing.

Turn Off Sprinklers on the Day of the Shoot

This helps avoid puddles and wet walkways.

Prep Pools, Spas, and Water Features

Remove covers, clean all visible surfaces, and ensure water features are functioning. Leave clear instructions if manual operation is required.

Remove "For Sale" Signage Prior to the Shoot

Signs violate MLS image rules and may not be removable during editing.

Mow, Edge, and Trim Landscaping at Least 24 Hours in Advance

Avoid last-minute mowing to reduce clippings, dirt, and uneven coloration.

Avoid Wetting Driveways or Walkways

Wet surfaces can cause unsightly reflections and patchy drying. Desired effects can be digitally added post-editing.

Clean Up All Pet Waste in Yard Areas

Remove all pet waste to keep the yard clean and visually appealing.

Wipe Down Outdoor Furniture

Do not hose down furniture on the day of the shoot. Use dry cleaning methods to prevent puddles and streaks.



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INTERIOR PREPARATION

Declutter Kitchens and Bathrooms

Remove dishes, soaps, sponges, towels, magnets, personal hygiene items, and floor mats. Keep countertops minimal and visually clean.

Make All Beds and Organize Bedrooms

Hide laundry, personal items, and floor clutter.

Clear Entryways of Shoes, Bags, and Umbrellas

Remove personal items from entryways to ensure a tidy, unobstructed view. A clean entrance sets the tone for the rest of the property and enhances the overall presentation.

Turn On All Lights

Check that every bulb works and replace burned-out bulbs at least 24 hours in advance.

Open Window Treatments Where a View Exists

Natural light and views enhance indoor photo quality. If windows face unappealing areas, keep blinds partially closed.

Store All Trash Cans and Portable Fans

Place them in closets or the garage.

Turn Off All Ceiling Fans

Ceiling fans in motion can create motion blur in photos. Ensure all fans are turned off to capture clean, sharp images of each room.

Hide All Visible Cords, Electronics, and Remotes

Conceal power cords, gaming accessories, chargers, and loose wires as much as possible.

TWILIGHT SHOOT (IF SCHEDULED)

If a twilight session has been arranged, please complete the following prior to the photographer's arrival:

Turn on all interior and exterior lighting.

Turn on all pool lighting.

Remove spa covers and turn on spa jets and lights.

Activate water features (fountains, waterfalls, etc.).

Questions?

Cen-Tex Marketing is here to help you every step of the way. For assistance or rescheduling, contact your account manager directly or reach us at

