

STAGING CHECKLIST

MY 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, I'VE PUT TOGETHER THIS PREPARATION CHECKLIST OF THINGS YOU SHOULD DO PRIOR TO YOUR SCHEDULED SHOOT.

GENERAL PREP

- Be shoot-ready:** Cleaning and staging need to be done before I arrive, preferably the day before your photoshoot. I may move small items (flowers, small pictures, etc.) to improve photo composition, but larger items need to be in place before I arrive, and staging accessories need to be in place as well. Declutter and remove all excess furniture and family items.

- Store unnecessary items in the garage or storage room.**

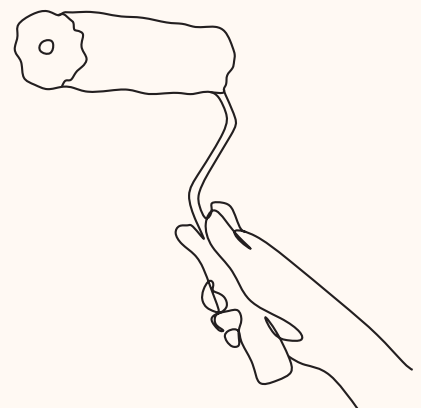
Secure or remove pets: I love pets but we can't have them around for your photoshoot. Dogs must be secured or off the property to ensure the safety of myself and my equipment. MLS rules also prohibit people and pets from being in pictures. Cats should be secured as well, although they usually pose fewer problems than dogs (cats often just hide). It's also a good idea to hide pet food and water bowls as well. Make sure all evidence of pets are put away.

Plan not to be seen: All occupants should plan on either being off the property or remaining in areas where they can't be seen during the photoshoot. Rooms overlap in the photos, people can cause shadows and reflections, and there is a risk to equipment that will be setup throughout the property.

Test all lights and make sure they all work.

Identify and make any repairs that are required.

Touch up paint and fill any holes or scratches in walls.



OUTSIDE PREP

- Clear the cars:** Make sure no cars are in the driveway. If possible, also move cars from the street in front of the home. We want as clear a view as possible of your property.
- Do NOT wet driveways:** If a wet look is desired, this can be added in the editing process. Watering driveways can cause patches of dry spots and puddles, so adding it in editing is best.
- Keep driveway, all walkways and steps clear of snow and ice!**
- Hide trashcans:** Trashcans can be placed on the side of the property or in the garage.
- Hide hoses:** Do this the day before the shoot since hoses can drip water onto the pavement when being moved, leaving puddles in your pictures.
- Mow and trim the yard:** Do at least 24 hours prior to your photoshoot.
- Turn off sprinklers:** Do not water the day of the shoot to prevent puddles on pavement.
- Pick up poop:** If you have a dog, make sure that all of their droppings are cleared from the yard.



Prep pool and spa: If you have a pool and/or spa, please have them clean with covers removed. For spas, provide instructions to the realtor on how to turn it on.



Prep water features: If you have fountains, waterfalls, etc., please clean them and provide instructions to the realtor on how to turn them on.



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.



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. Move or remove any yard clutter or children's toys.



INSIDE PREP

- Declutter kitchen:** Clear countertops of excess appliances. A few items on the counters are usually fine, but dishes, sponges, rags, etc. should be put away. It's best to remove all magnets, pictures, etc. from the refrigerator and remove throw rugs from the floor.

- Declutter bathrooms:** Toothpaste, toothbrushes, razors, and other "personal" items should be hidden. Decorative unused soaps, candles, flowers, etc. are preferred. It's also good to remove all throw rugs from the floor. Clean mirrors, glass surfaces, toilets, tubs, and showers. Empty garbage and hide bins. Hang towels neatly from racks.

- Prep bedrooms:** All bedrooms should have their beds made. Put all clothing, toys and valuables away. Remove all family photos.

- Hide trashcans:** Trashcans can distract so it's best to hide all of them in closets or the garage.

- Hide portable fans:** Ceiling fans are selling items but portable fans can give the wrong impression. It's best to hide all portable fans in closets or the garage.

- Hide cords and remotes:** Sometimes electrical cords can't be hidden, but you will have more appealing pictures if you can hide TV remotes, game consoles, and any noticeable cords.

- Clear entryways:** Remove all shoes, umbrellas, and similar items from entryways.

Open blinds with views: Your indoor photos will show outdoor views if there are views, or just light if a window looks onto a neighbor or other unappealing view.

Turn on lights: Before I arrive, please make sure all interior lights are turned on. If need-be, please replace all burned-out bulbs at least 24 hours before the photoshoot.

Turn off ceiling fans: Before I arrive, please make sure all ceiling fans are turned off.



PHOTOGRAPHER VISIT

- Be ready in advance for the appointment
- Photographer will not assist with staging
- Photographer will not move furniture
- Photographer will not wait for 'stage as you go'

