

Real Estate Photography Checklist

Pre-Shoot Preparation

CLIENT COMMUNICATION

- Confirm shoot date and time with homeowner/agent
- Discuss specific property features to highlight
- Inquire about any areas that should not be photographed
- Provide preparation guidelines to homeowner/agent

On-Site Preparation

EXTERIOR

- Remove vehicles from driveway and front of house
- Store garbage bins out of sight
- Remove visible hoses, gardening tools, and toys
- Mow lawn and trim hedges
- Sweep driveways, walkways, and patios
- Arrange outdoor furniture neatly
- Open patio umbrellas
- Turn on pool lights and water features (if applicable)



Equipment Check

- Camera body (fully charged battery + spare)
- Wide-angle lens (16-35mm range)
- Standard zoom lens (24-70mm range)
- Tripod
- Remote shutter release or timer
- Flash and diffuser
- Lens cleaning kit
- Memory cards (multiple, high-capacity)
- Smartphone (for property notes and backup photos)

On-Site Preparation

INTERIOR - GENERAL

- Turn on all interior lights
- Open all curtains and blinds
- Turn off ceiling fans and TVs
- Remove personal photographs and items
- Hide pet supplies, toys, and litter boxes
- Clear countertops and tables of clutter
- Straighten all furniture
- Fluff and arrange pillows on sofas and beds
- Hide trash cans and laundry baskets
- Ensure all light bulbs are working and consistent in color temperature

KITCHEN

- Clear refrigerator doors of magnets and papers
- Hide small appliances and kitchen gadgets
- Remove dishes from sink and dishwasher
- Set out a bowl of fresh fruit or flowers
- Ensure towels are neatly hung or stored

BATHROOMS

- Remove all toiletries from counters and shower
- Close toilet lids
- Hang fresh, coordinating towels
- Remove bath mats
- Clean mirrors and glass surfaces

BEDROOMS

- Make beds neatly, smoothing out all wrinkles
- Remove items from nightstands except for lamps and a book
- Ensure closet doors are closed
- Remove items from under beds

LIVING AREAS

- Remove remote controls, magazines, and other clutter
- Arrange furniture to showcase space and flow
- Ensure fireplace is clean (if applicable)

Photography Process

CAMERA SETUP

- Set camera to shoot in RAW format
- Use aperture priority mode (typically f/8 - f/11)
- Set ISO to lowest possible value (ideally 100-400)
- Set white balance appropriate to the lighting conditions
- Enable lens corrections in camera settings

COMPOSITION TECHNIQUES

- Use the rule of thirds for balanced compositions
- Shoot from corners to maximize sense of space
- Ensure vertical lines are straight (use tripod and level)
- Include points of interest in each shot (e.g., fireplace, view)
- Avoid capturing your reflection in mirrors or windows

LIGHTING

- Use HDR bracketing for high-contrast scenes (3-5 exposures)
- Use flash judiciously to fill in dark areas if necessary
- Be mindful of color casts from different light sources

SHOT LIST

• Exterior

- Front of house (wide shot and close-up of entrance)
- Back of house
- Any special features (pool, large deck, view)

• Interior

- Entryway
- Living room (2-3 angles)
- Dining room
- Kitchen (wide shot and details of special features)
- Master bedroom
- Master bathroom
- Other bedrooms
- Other bathrooms

- Home office or bonus rooms
- Basement (if finished)
- Garage (if notable)

- **Details**

- Architectural features (crown molding, built-ins)
- High-end appliances
- Custom fixtures
- Views from windows (if notable)

Post-Processing

IMPORT AND ORGANIZATION

- Import RAW files to editing software
- Create a backup of original files
- Organize photos by room/area

EDITING

- Adjust exposure and contrast
- Correct white balance
- Straighten horizons and verticals
- Crop for optimal composition
- Remove minor distractions or imperfections
- Blend HDR exposures if used
- Apply lens corrections
- Ensure consistency across all images

EXPORT AND DELIVERY

- Export high-resolution JPEGs for print (300 dpi)
- Export web-optimized images (72 dpi, max 2000px wide)
- Rename files systematically (e.g., address_room_number.jpg)
- Compress files for easy transfer if necessary

Final Steps

QUALITY CONTROL

- Review all images for sharpness and exposure
- Ensure all key areas of the property are covered
- Check for consistency in style and color across the set

DELIVERY TO CLIENT

- Prepare a gallery or file transfer of all final images
- Include shot list or descriptions with the delivered files
- Provide any specific instructions for image usage

FOLLOW-UP

- Request feedback from the client
- Address any concerns or requests for additional edits
- Schedule any necessary reshoot for missed or unsatisfactory images



Property Prep Checklist for Stunning Real Estate Photos

Exterior Preparation

LANDSCAPING

- Mow lawn and trim hedges to a uniform height
- Remove weeds, dead plants, and fallen leaves
- Sweep driveways, walkways, and patios
- Store garbage bins, recycling containers, and compost bins out of sight
- Remove visible hoses, gardening tools, toys, and bicycles
- Plant colorful flowers to enhance curb appeal
- Prune trees and shrubs away from the house
- Apply fresh mulch to garden beds
- Ensure sprinklers are not visible in the yard

HOUSE EXTERIOR

- Clean windows, screens, and gutters thoroughly
- Remove cobwebs and debris from walls, eaves, and light fixtures
- Ensure house numbers are visible, clean, and well-lit
- Touch up paint on trim, doors, and shutters if necessary
- Clean and straighten exterior light fixtures
- Remove seasonal decorations unless currently relevant
- Pressure wash siding, brick, or stone if needed
- Clean and organize mailbox area

OUTDOOR LIVING SPACES

- Arrange patio furniture neatly, ensuring it looks inviting
- Clean and open patio umbrellas
- Turn on pool lights and water features (if applicable)

- Clean pool and ensure water is crystal clear
- Clean and organize any visible outdoor equipment
- Set up outdoor games or activities if the weather permits
- Clean and stage outdoor kitchen area (if applicable)
- Ensure cushions on outdoor furniture are clean and in good condition
- Set out a tray with glasses or a pitcher to suggest outdoor entertaining

Interior Preparation

GENERAL TASKS

- Declutter all rooms, ensuring surfaces are clear
- Dust and clean all surfaces thoroughly, including baseboards and ceiling fans
- Vacuum carpets and mop hard floors for a spotless finish
- Clean all windows and mirrors, ensuring they're streak-free
- Open all curtains and blinds to allow natural light in
- Turn on all interior lights, including accent lights and lamps
- Ensure all light bulbs are working and consistent in color temperature
- Remove all personal photographs and items
- Hide pet supplies, toys, and litter boxes
- Eliminate any odors with air fresheners or by opening windows

LIVING AREAS

- Straighten furniture and fluff pillows to create visual appeal
- Remove remote controls, magazines, and other clutter
- Clean and organize bookshelves, making them look tidy
- Consider adding a few decorative accents for warmth
- Ensure fireplace is clean and staged (if applicable)
- Hide TV and gaming console cables
- Remove excessive furniture to make the room appear larger
- Center rugs in the room and ensure they're wrinkle-free

KITCHEN

- Clear countertops of small appliances and clutter to maximize space
- Clean appliance exteriors and interiors, including the oven and refrigerator
- Remove dishes from sink and dishwasher, ensuring they look pristine

- Set out a bowl of fresh fruit or flowers to add color
- Hide trash cans and cleaning supplies out of sight
- Clean and organize pantry (if visible)
- Ensure faucets and sinks are clean and shiny
- Remove all magnets and papers from the refrigerator
- Set the table with attractive place settings
- Display a cookbook open to an appealing recipe

BEDROOMS

- Make beds neatly, smoothing out all wrinkles and fluffing pillows
- Clear nightstands except for lamps and a book for simplicity
- Ensure closet doors are closed to avoid cluttered appearances
- Remove items from under beds for a clean sweep
- Consider arranging children's rooms with cozy toys and plush decor
- Ensure all clothing is put away and not visible
- Remove personal items from dressers
- Coordinate bedding and window treatments for a cohesive look

BATHROOMS

- Remove all toiletries from counters and shower to depersonalize the space
- Close toilet lids to provide a cleaner look for photos
- Hang fresh, coordinating towels that promote a cohesive appearance
- Clean mirrors and glass surfaces to eliminate streaks
- Consider adding a small plant or decorative item on the counter
- Ensure shower curtains are clean and neatly hung
- Remove bath mats
- Display high-end soaps or lotions for a spa-like feel
- Ensure all grout is clean and in good condition

HOME OFFICE/STUDY

- Organize desk and hide cords away to create cleanliness
- Ensure bookshelves are tidy with aligned spines and no dust
- Remove personal documents from view to enhance professionalism
- Add inviting elements like a small plant or artwork
- Ensure desk chair is tucked in neatly

- Display a few professional-looking books or magazines
- Clean and organize any visible filing cabinets

LAUNDRY ROOM

- Remove all laundry and cleaning supplies from sight
- Clean and organize visible shelving
- Ensure washer and dryer are clean and free of lint
- Consider adding a decorative laundry basket or plant

GARAGE (IF APPLICABLE)

- Declutter and organize tools and equipment
- Ensure floor is clean and free of oil stains
- Remove cars to showcase the space
- Organize storage areas neatly

Final Touches

LIGHTING

- Ensure all lights are on, including accent and natural lighting
- Adjust window treatments for optimal natural lighting and ambiance
- Replace any burnt-out bulbs
- Clean all light fixtures and lampshades

STAGING

- Add tasteful decorative elements where appropriate, like throw pillows or flowers
- Ensure all doors are open (except closets) to create an inviting flow
- Place fresh flowers or plants in key areas
- Set out a cheese board or wine glasses in the dining area
- Arrange fresh towels and high-end toiletries in bathrooms

REMOVE PERSONAL ITECHNOLOGYTEMS

- Store away family photos to maintain neutrality
- Remove personal care items from bathrooms for depersonalization
- Hide all mail, bills, and personal documents
- Remove personalized items like monogrammed pillows or family name signs

TECHNOLOGY

- Turn off TVs and computer screens for clarity in photos
- Hide visible cables and cords to avoid distractions
- Remove gaming consoles and excessive electronics
- Ensure all smart home features are functioning (if applicable)

FINAL SCAN

- Do a walk-through to catch any missed items or clutter across the property
- Check for photographer reflections in mirrors and windows for quality
- Ensure all rooms have a cohesive color scheme and style
- Double-check that all personal items are out of sight
- Make sure all areas are well-lit and inviting

