



PHOTO DAY CHECKLIST

Get your listing ready for photo day.

Use this checklist with your seller to prepare the spaces you want photographed. Share the plan with everyone who will be at the property.

01 **Plan the photographs**

Before choosing a shoot date, work through the listing needs.

- ☐ List the rooms, exterior views and property features you want photographed.
- ☐ Discuss the property location and approximate size, your preferred shoot date and image deadline.
- ☐ Explain where the photographs will be used, such as listing pages, brochures or social posts.
- ☐ Confirm scope, image quantity, editing, usage, delivery, price and any travel arrangements with the photographer.

02 **Prepare the interior**

Start with the spaces included in the photography plan.

- ☐ Finish cleaning before the shoot, including mirrors, windows and visible surfaces.
- ☐ Clear kitchen and bathroom counters of everyday clutter; put bins, loose cables and cleaning supplies out of view.
- ☐ Make beds, straighten seating and arrange cushions, curtains and blinds neatly.
- ☐ Check that the lights you plan to use work. Discuss lighting preferences with the photographer.
- ☐ Put personal photographs, documents and valuables away if you do not want them in the images.



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Prepare the exterior

Give the requested exterior views the same attention.

- ☐ Tidy the entry, paths and outdoor seating included in the shoot.
- ☐ Put hoses, bins, tools and loose items out of view where practical.
- ☐ Arrange for vehicles to be moved from the driveway or main view if appropriate.
- ☐ Discuss weather, access restrictions and any areas that cannot be photographed before the appointment.

04

Get ready for arrival

Make the property and the plan easy to work through.

- ☐ Confirm who will provide access and who the photographer should contact on arrival.
- ☐ Let occupants know which rooms are being photographed and arrange a comfortable place for pets.
- ☐ Walk through the requested spaces and check for last-minute clutter or unfinished preparation.
- ☐ Keep access codes and other sensitive property details out of general inquiries; agree on access directly with the owner.

Adapt the checklist to your property and the agreed photography scope. Discuss any preparation, staging or moving help you need before the shoot.