



A comprehensive, professional Home Photography Preparation Guide & Checklist for sellers.

First impressions matter, especially online. Professional photography is the single most important marketing tool used to attract buyers to your listing. This guide and checklist will help you prepare your home so it looks spacious, bright, and inviting in every photo.

1. General Prep (Whole House)

Focus on creating a clean, decluttered environment that allows buyers to imagine themselves living in the space.

- **Maximize Natural Light:** Open all blinds, window shades, and shutters to horizontal or fully open positions. Turn on all interior lights and lamps.
- **Match Light Bulbs:** Ensure all light fixtures have working bulbs of the exact same color temperature (avoid mixing warm yellow and bright white bulbs in the same room).
- **Clear Surfaces:** Declutter all countertops, end tables, coffee tables, and desks. Remove stacks of mail, paperwork, and personal odds and ends.
- **Hide Personal Items:** Put away framed family photos, trophies, personalized wall art, and sensitive documents.
- **Deep Clean & Polish:** Vacuum carpets, sweep and mop hardwood floors, dust ceiling fans/light fixtures, and wipe down windows and mirrors.
- **Conceal Wires & Cables:** Tidy up visible cords behind TVs, computers, and lamp stands.

2. Room-by-Room Checklist

Kitchen & Dining

- Clear countertops completely (leave at most 1–2 decorative items, like a bowl of fresh fruit or a block of knives).
- Remove all magnets, photos, and notes from the exterior of the refrigerator.
- Hide dish soaps, sponges, dish towels, drying racks, and trash cans.
- Set the dining table with simple, elegant placemats or leave it completely clear to emphasize space.

Living & Family Areas

- Fluff sofa cushions and arrange throw pillows neatly.
- Hide TV remote controls, game consoles, controllers, and visible wiring.
- Clear out magazine racks, toy bins, and excess clutter.

Bedrooms

- Make all beds neatly with smooth, wrinkle-free bedding and tucked-in linens.
- Clear nightstands of medicine bottles, phone chargers, books, and water glasses.
- Store all shoes, clothing, and laundry baskets inside closets out of view.

Bathrooms

- Lower all toilet lids.
- Clear vanity tops completely—hide toothbrushes, soaps, razors, makeup, and hair tools.
- Remove all shampoo bottles, body washes, and loofahs from showers and bathtubs.
- Hang fresh, matching hand towels neatly on bars; remove used bath towels.

3. Exterior & Curb Appeal

The exterior shot is often the main cover photo for your online listing—make it count!

- **Driveways & Lawns:** Park all vehicles inside the garage or down the street (keep the driveway completely clear). Mow, edge, and rake the lawn.
- **Landscape Maintenance:** Sweep front porch steps, walkways, and patio areas. Trim overgrown bushes and pull weeds.
- **Hide Utilities:** Put away garden hoses, lawnmowers, trash cans, and recycle bins out of sight (preferably inside the garage or shed).
- **Patio & Outdoor Living:** Wipe down outdoor furniture, open patio umbrellas, and clean the grill.

4. Final Countdown (1 Hour Before Photographer Arrives)

1. Turn ON all interior and exterior lights (including accent lights and lamp lights).
2. Turn OFF all ceiling fans (moving fan blades blur in long-exposure photos).
3. Turn OFF all televisions and computer screens.
4. Secure all pets in crates, a designated garage area, or take them out for a walk during the photoshoot.
5. Double-check that all toilet lids are down and the driveway is completely clear.