

# PHOTOGRAPHY

## Home Prep - Checklist



**Note:** The home must be 100% ready prior to our arrival!

**Photography Goal:** *Together - we will create the best possible showcase of your home & an incredible series of first impressions!*

*"First impressions" are real, & often accompanied by a strong emotion or feeling. A property's media package is often the best opportunity to make a remarkable & positive first impression.*

*The goal is to architect the best possible circumstance & opportunity to be captured using the best processes, methods & technologies. The result of which will produce both a show ready home, & the best possible media package, to be used to elicit positive reactions, drive interest, & motivate as many prospective buyers as possible to take action.*

**Thank you for working with us, allowing us to serve you, & we wish you multiple offers!**

**IMPORTANT:** Following as much of this checklist as possible can have a tremendous impact on the successful sale of your home.

## MLS RULES & BEST PRACTICES

**Note:** The MLS strictly prohibits & or strongly recommends the following for photos & video... (Please do your best to hide or remove)

- No identifiable people & pets, (incl. pictures). Please plan for you & your pets to be off property unless otherwise previously arranged
- No visible branding, incl. the homes for sale sign, or potentially inappropriate, copy written, or risque content incl. artwork & photos

## WE WILL

- Close & open blinds, curtains, doors in order to get the best light & exposure
- Close & open shower doors, toilet seats
- Turn on-off lights as needed

## WE WON'T

- Handle pets
- Move portable appliances, cords, cables
- Make beds, clean up & declutter
- Move or rearrange furniture
- Turn on-off water & fire features
- Turn on-off appliances & HVAC



**TIP:** Typically unphotographed areas such as garages & basements are a great place to hide items out of sight.

## INTERIOR

**TIP:** The entryway of the home is the first & last impression of the home itself. It can set the tone of an entire home tour.

- Remove all personal photos
- Remove clutter in home incl. excess furniture, rugs, hanging towels, robes, portable storage & wardrobes
- Declutter surfaces incl. tables, countertops, vanities, dressers, nightstands, end tables, etc.
- Hide countertop appliances, air fryer, toaster, mixers, microwave, etc.
- Hide floor appliances, robot vacuum, air purifiers, portable AC/heat units, fans, etc.
- Sweep & mop floors
- Vacuum & dust
- Clean appliances incl. stove, hood, range, refrigerator, dishwasher, microwave inside & out, washer & dryer
- Dust top of fridge & light fixtures
- Clean table & chairs
- Make beds, straighten curtains
- Hide personal hygiene items (toothbrush, soap, shampoo, etc.)
- Hide all interior trash & recycle bins
- Hide/remove unsightly cords & cables
- Replace any burnt-out bulbs
- Turn off ceiling fans, clean lights & blades
- Pick up & put away pet & kid toys
- Consider removing large pet & kid toy structures such as cat towers & play sets
- Open all doors, except those off limits to photographers
- Clean all glass incl. windows, skylights, etc.
- Reschedule conflicting interior services such as cleaning, maintenance & repair

## EXTERIOR

**TIP:** "Curb Appeal" is also real, & is often a crucial first & last impression of the property in its entirety. This can have a tremendous impact on the perceived value of a property.

- Remove all vehicles, boats, RVs from property & clear curbside if possible
- Remove clutter & items not in use
- Sweep/wash driveways, walkways, paths, decks, porches... (24+ hours prior)
- Freshen or refresh landscaping incl. pulling weeds, turn or refresh mulch
- Mow & edge lawn (24+ hours prior)
- Trim bushes, shrubs, trees, etc.
- Hide garden reels, hoses, & cords
- Clean & arrange patio furniture (24+ hours prior to avoid visible wet spots)
- Hide garbage, recycle, & other bins
- Turn off sprinklers & irrigation
- Have the for sale sign removed before the photographer arrives (MLS No Branding Rule)
- Reschedule conflicting exterior services such as landscaping, roof/gutter maintenance, etc.

## ADDITIONAL ITEMS

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# TWILIGHT PHOTOGRAPHY



**IMPORTANT:** Some unique features, that include fire for example, will **require homeowner or realtor assistance & operation** in order to capture as our photographers are strictly prohibited from operating these features. Be sure to connect with the photographer prior to photo session for any features that require homeowner or realtor operation & or supervision.

## TWILIGHT PREP

**Note:** We love twilight sessions as they provide some of the most amazing compositions however, they typically have very tight schedules in order to capture optimal lighting conditions. For this reason, it is imperative that everything is ready when the photographers arrive.

- Turn on all interior & exterior lighting & ensure all lights are functioning properly & replace bulbs as necessary
- Turn on water features & lighting
- Turn on pool, spa, & any water feature lighting & remove covers as necessary
- Fire Features - Plan to be ready & available to the photographer during the entirety of the session



# For Owner Occupied Homes

Please leave this page on the kitchen counter for the photographer

## Note to Homeowner:

**IMPORTANT:** Be aware that some processes, such as cinematography with & without drone operations may require that interior & exterior doors & windows be open for prolonged periods of time. Processes both interior & exterior may be noisy depending on equipment utilization & communication. For personal, pet, equipment, & operational safety reasons, it is highly recommended that people & pets are off property during the entirety of the session. If pets are to remain on property, please secure properly via, kennel, crate, cage, tank, etc. Please note below where pets are secured & located. Be sure to mark any rooms that are off limits with a note, affixed with paint safe tape, stating, "Pets & or Off Limits to Photographers".

**Failure to secure a pet will result in an immediate cessation of the session** & will result in an incomplete media capture package. The safety of our photographers & all people & pets, are of utmost importance to us. Feel free to contact us with any questions about anything on this checklist.

**Thank you for your cooperation & understanding.**

## Note to Photographer:

*(In case the photographer has questions, please leave name & phone# below, for quicker contact)*

*Example: John 123-456-7890 Dogs are in the kennel in the garage & a note is on the interior garage door.*

A sincere  
Thank You  
from all of us  
at Savvy  
AVP!



**S** **AV** **VY**  
**P**

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