

Preparing for your Photo Shoot

Our 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, here is a preparation checklist of things you should do prior to your scheduled shoot.

- ◇ **Be shoot-ready:** Cleaning and staging needs to be done before the photographer arrives, preferably the day before your photoshoot. We may move small items (flowers, small pictures, etc.) to improve photo composition, but larger items need to be in place before we arrive, and staging accessories need to be in place as well.
- ◇ **Plan not to be seen:** All occupants should plan on either being off the property or remain 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 risk to equipment that will be setup throughout the property.
- ◇ **Secure or remove pets:** We love our pets but we can't have them around for your photoshoot. Dogs must be secured or off the property to ensure the safety of the photographer and 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.

Indoors:

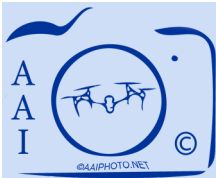
- ◇ **Clean Up:** The house doesn't have to be spotless, but make sure the countertops are clean and the carpet is vacuumed. Declutter as much as possible. Too much stuff creates chaos and makes your home look small.
- ◇ **Lighten Up:** Typically we prefer to have the lights off, however the realtor may want them turned on, so make sure that they are all working. If need-be, please replace all burned-out bulbs at least 24 hours before the photoshoot. Please try to have the lights (and lamps) on prior to our arrival. Window blinds and curtains should be open. Your indoor photos will show outdoor views. If a window looks onto a neighbor or an unappealing view we can minimize it with editing. TVs and ceiling fans should be off. Hide cords and remotes.
- ◇ **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.
- ◇ **Living Areas:** Conceal as many electrical cords as possible. Put toys away. Take down any large family photos so they are not noticeably visible. Hide remotes, newspapers and any other items that are cluttering the space. Put away personal effects you do not wish to appear in published images (i.e.: children's names in bedrooms, family photos, confidential information, & religious/ political items). Limit holiday & seasonal decorations as they can date the photos. Remove or straighten books, magazines, movies, & other items on open bookshelves. Remove extra or unnecessary furniture. Straighten/adjust couch & chair cushions. Pool Table - take the cover off and rack the balls as if you're ready to play w/ 2 cues on the table.
- ◇ **Kitchen:** Clean all major appliances (i.e.: refrigerator, oven, range hood, etc). Remove garbage & recycling cans. 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. Make sure there are no dirty dishes or food visible. Add a bowl of fruit, flowers or simple centerpiece to the table or counter. A few countertop appliances are ok, but keep it minimal. Remove high chairs and booster seats.



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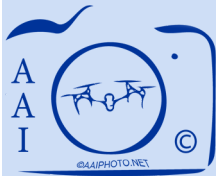


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- ◇ **Bathrooms:** Personal items should be hidden (toothpaste, toothbrushes, razors, brushes etc.). Clean mirrors and countertops. Remove wet towels, bathrobes, Kleenex boxes, wastebaskets, non-decorative soap dispensers and toilet brushes. Put the toilet seat down. Remove all throw rugs from the floor. Remove the scale, garbage can, plunger, & toilet brush. Replace toilet paper roll if needed. Put the toilet seat down. Put out clean towels & make sure they are hung or nicely folded. Decorative unused soaps, candles, flowers, etc. are preferred.
- ◇ **Bedrooms:** Make sure beds are made & as lump-free as possible. Remove all laundry, slippers, and shoes. Clear off nightstands & vanities. If walk-in closets are to be photographed, they should appear neat & organized.
- ◇ **Garages, Storage Rooms, Closets, Utility Rooms:** We don't usually photograph these areas so use them as a hiding space for the stuff you've removed from other areas of your home. If you would like them photographed, please let us know.
Mudroom / Foyer areas: Put away backpacks, bags, coats, shoes, umbrellas or display neatly.
- ◇ **Laundry:** Remove baskets, clothing, & laundry products. Hide laundry inside the machines and organize any shelves. If you don't want laundry room photographed, use it to hide items from other rooms.

Outdoors: The for-sale sign should be removed from the property (if possible) by the realtor if it has already been installed. Visible signs violate MLS photo rules, and they can't always be edited out. It's best to schedule sign installation for after the photoshoot. Turn on all exterior lighting & ensure they work properly. Open all blinds & curtains. Close all windows and doors, including garage doors.

- ◇ **Prep the yard:** Do at least 24 hours prior to your photoshoot. Yard should be mowed and cleared of clutter. Remove all gardening tools, hoses, & sprinklers. Hide hoses the day before the shoot since hoses can drip water onto the pavement when being moved, leaving puddles in your pictures. Do not water the day of the shoot to prevent puddles on pavement. Trashcans can be placed on the side of the property or in the garage. If you have a dog, make sure that all of their droppings are cleared from the yard.
- ◇ **Clear the cars:** Remove cars, boats, trailers, etc. from the driveway. If they can't fit in the garage, park them on the street and not directly in front of the house. If possible, also move cars from the street in front of the home. We want as clear a view as possible of your property. Close garage doors.
- ◇ **Backyard, Decks, Patios:** Display/arrange patio/deck furniture, cushions, & pillows, open umbrellas, sweep deck & patio areas, clean patio furniture. Do not hose down your furniture the day of your shoot, since this can create puddles. If your grill is presentable, remove its cover.
- ◇ **Prep pool and spa:** If you have a pool and/or spa, please be sure they are clean with covers removed. For spas, provide instructions to the realtor on how to turn it on. Put away pool toys & cleaning equipment. If you have fountains, waterfalls, etc., please clean them and provide instructions for the realtor as to how to turn them on.



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- ◇ **Twilight Prep:** Note that twilight shoots have tight schedules to ensure optimal lighting, so please make sure all of these items are done before we arrive. Turn on all interior and exterior lights. Please replace all burned-out bulbs at least 24 hours before the photoshoot. Turn on spas and remove covers. Turn on the lights in the spa as well. Turn on pool lights. If you have fountains, waterfalls, or similar water features, please turn them on before we arrive.
- ◇ **Winter:** Shovel driveway & sidewalks. Make sure back yard is accessible (if there is a shot of the back of the house included). We can do seasonal reshoots if necessary.

Home prep and Covid-19

We can safely photograph your property to provide you with photos, video tours, 360 virtual tours, and more to reduce in-person contact while giving high visibility and drawing "remote" traffic to your property. To ensure the safety of everyone, please observe the following in addition to our standard property checklist:

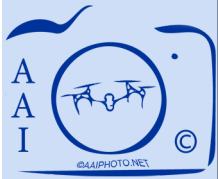
1. It's best if all occupants are out of the property while we're there to reduce contact and help maintain social distancing.
2. Property must be clean before we arrive. If the property has any questionable sanitation issues, we may leave the property and notify the realtor.
3. It is **IMPERATIVE** that we are informed if any person occupying the property in the past 14 days has tested positive for COVID-19, or experienced a fever or signs of respiratory illness such as cough, shortness of breath or difficulty breathing; or has experienced any COVID-19 symptoms.
4. Please reschedule your shoot if any occupants are sick or have been in contact with COVID-19. If cancelled within 24hrs of the shoot you will incur the standard cancellation fee.
5. Disinfect Common Surfaces Including:
 - ◇ Doorknobs & Light Switches (leave lights on)
 - ◇ Tables & Countertops

Please respect social distancing guidelines. Please keep home vacant during photoshoot. Photographers will move very few (if any) items in the home during the shoot.

Please review our updated Covid policy on our website: www.aaiphoto.net/covid

Please have your home photo-ready prior to the photographer's arrival.

Thank you!



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