

THE PRE - PHOTOGRAPHY CHECKLIST



THE REAL PEOPLE

Real connections | Real results | Real estate | For you

Harcourts

CHECKLIST



Real Estate photography isn't as easy as some people may think! A picture really is worth a thousand words. However, if you need to get started and get your property on the market as soon as possible - use this checklist to help get you ready to do it yourself.

GENERAL

REMOVE

Always maximize space to create a larger look and feel, remember less is more!

- ☐ Family pictures and personalised ornaments
- ☐ Memorabilia
- ☐ Any animal food bowls, bedding and toys

WINDOWS & MIRRORS

- ☐ Free of streaks

FLOORS

Remove these items to enhance perception of floor space size in photos.

- ☐ All rubbish bins out of sight
- ☐ Remove rugs and floor mats

LAMPS, LIGHTS AND FANS

- ☐ Turn on all lights and lamps
- ☐ Turn off any ceiling fans
- ☐ Replace any faulty light globes or bulbs (very important for dusk/twilight shoots)

LOUNGE/LIVING AREA

CLEAR

- ☐ TV remotes
- ☐ Video game equipment
- ☐ Books, magazines and additional clutter
- ☐ Any visible electrical cords
- ☐ Pedestal fans
- ☐ Keep any cushions to a minimum and neatly arrange them

TIP

If you have homewares or a nice coffee table book you can display them tastefully on the table.

TIP

Keep in mind that rooms can look different depending on the height of your shot, so take a few different angles and use your favorite. This is especially important in areas like bedrooms, kitchen, dining areas, and also balconies with a view.

CHECKLIST



Let us edit your images to display your listing's full potential. Don't let the seasons ruin a great shot.

Get us to enhance your images and remove unwanted blemishes to make your listing stand out.

Together, we can get you to semi-pro photo status!



KITCHEN AND DINING AREAS

REMOVE

- ☐ Put away dishes
- ☐ Hide small appliances
- ☐ Any bench top clutter
- ☐ Tea towels & cleaning clothes/wipes

Kettles and coffee machines are okay as long as they don't clutter your bench space.
The idea is to style your space like a display home.

APPLIANCES

- ☐ Clean all appliances
- ☐ Free of streaks
- ☐ Turn on oven light for extra ambiance
- ☐ Refrigerator - remove magnets, kids' drawings, fingerprints, calendars, and any to-do-lists



TIP

Make sure to use paper towels or an old towel to wipe off your benchtops and surfaces after giving them a clean. This will remove any streaks or residue that the water or cleaning products leave behind.

BATHROOMS

SHOWER

- ☐ Shower screen free of streaks
- ☐ Remove excess products from inside the shower
- ☐ Keep toilet lid down!

REMOVE

- ☐ Washing baskets
- ☐ Rubbish bins
- ☐ Tissue boxes
- ☐ Used soap dishes and used bars of soap
- ☐ Bath mats off the floor
- ☐ Any personal products or medicine lying around

TIP

Put out freshly co-ordinated towels, neatly double folded looks best. Use matching colours for the most attractive results. For that pro touch turn all taps to the center, so that they are all matching - basins, showers and baths. Remember all taps including bathrooms, the kitchen, and outdoor areas.



READY TO GO?

Good stuff. We'd be more than happy to help with getting everything ready to go, and on the market as soon as you are able.

Thank You, Paul, Susie, and Shontelle.

Call

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