



# HOW TO PREP A HOME

— REAL ESTATE PHOTOGRAPHY —



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# PREPPING THE HOME

## REAL ESTATE PHOTOGRAPHY



# 1 | INTRODUCE YOURSELF TO THE HOMEOWNER

When you first arrive at the property, be sure to introduce yourself to the homeowner or agent. During this time, you can leave your camera in your vehicle and focus on getting the home photo-ready by doing a quick walkthrough of the home.

Getting the home ready before you start shooting will allow you to focus on capturing excellent photos instead of having to stop the creative process of fixing up a room.



## 2| PREPARE THE HOUSE

You should turn off all ceiling fans, open blinds, and all toilet seats are down. These small things can spice up the photos and showcase the home better. You should hide things like kitchen trash cans or dog bowls away as well.



## 3| TURN ON ANY HOUSE FEATURES

If there is a pool in the backyard, be sure to ask the homeowner or agent if they could turn on any features that may have. This can be anything from water fountains, pool lights, fire pits, and other features that will help sell the home.



## 4| SHOOT THE PROPERTY AS-IS

If the home is a complete mess, don't worry about moving things or preparing the house. Sometimes you will run into these types of homes, primarily when tenants occupy the place. It is best to shoot the property as-is. In most cases, the house should be ready for photos before you even arrive at the property.



You can send out an email including a detailed checklist and short video to your clients beforehand. It makes you seem much more professional and helps agents and homeowners know how to repair the home and what to expect during the photo shoot.

Our clients appreciate this, and we encourage you to create a video explaining how to get the home photo-ready as well. If you guys have any additional questions, feel free to reach out.