



RETC

Real Estate Marketing Simplified

PRESENTING YOUR PROPERTY FOR SALE

Your real estate agent has hired us to take professional photos of your property soon. We understand that selling a property can often be a stressful time for home owners so we've put together a checklist to help you. It's important that we capture the home at its best to attract the greatest amount of interest so that it sells quickly and for the highest price.

We will be photographing everywhere inside and outside of the property except for garages, sheds, pantries and cupboards. Photographing your home should take no more than an hour.

PLEASE NOTE:

It is ultimately the responsibility of the home owner to ensure that the property is ready to photograph when we arrive.

If you have specific requests of our photographer, please note them below and leave this on the kitchen counter the day of the photo shoot.

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Thank you for allowing us to photograph your home!
We wish you the best of luck!
– The Support Staff at RETC –



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HOME PHOTOGRAPHY CHECKLIST

To be considered unless otherwise instructed by your agent and/or stager

Kitchen/Dining Areas

- Remove small rugs and kitchen mats
- Clear all unnecessary items from counter tops in kitchen (ie: dishes, wash cloths, food containers/appliances, towels, etc.)
- Clear fridge doors of all items (ie: magnets, notes, stickers, photographs)
- Chairs aligned at dining table(s), kitchen counters or working places

Bathrooms/Bedrooms

- Clear all items from counters and shower recesses
- Close toilet seats and lids
- Remove small rugs and bathroom mats
- Remove hanging towels/robes from hooks (except those for display)
- Make all beds (tightly) and fluff all pillows

Miscellaneous

- Turn on ALL lights including lamps, ceiling fans, under counter, etc.
- Turn OFF ceiling fans, or switch to a very low speed
- Fully open ALL blinds/curtains throughout entire home
- Remove large family photos and items you don't want photographed
- Put away all medications, jewelry, valuables, etc.
- Remove excessive toys, tidy up play areas
- Remove pet food/water bowls, litter boxes, toys, beds, etc.
- Floors, paths, windows and surfaces are clean
- Tuck away all visible electrical cables behind appliances and cabinets
- Turn OFF any/all alarm systems during scheduled photography shoot
- Fluorescent lights, especially older ones, should be replaced as they often produce poor quality lighting (Yellow, blue or green color casts)

Outside/Exterior

- Freshly mowed lawn and tidy gardens
- Put away garden hoses, tools, shovels and pet related items
- Remove BBQ grill covers
- Move cars and trash cans out of the driveway
- Remove pool equipment (ie: pool cleaners, hoses, covers, toys)
- If winter, shovel front driveway, sidewalks and front porches
- If winter, de-ice walk ways and driveway
- Please keep all people and pets well away from areas being photographed, including through windows