



LOCKSLEY
CONSULTING

Checklist for Preparation For Digital Photo Shoots

Online is where Buyers Start their search, so it is important to make the first impression count.

General Areas of the Home

- ☐ Thoroughly clean whole house (vacuum carpet, mop hardwood, clean countertops & windows.)
- ☐ Turn on All overhead lights & Lamps (Replace burnt out bulbs)
- ☐ Turn all ceiling fans OFF
- ☐ Turn all TV's & Computer's Off
- ☐ Place All Shoes & Jackets in Closets
- ☐ Open All Blinds to let light in

Kitchen

- ☐ Clear countertops completely. No knife blocks, baking supplies, mail, etc.
- ☐ Leave out max one small appliance (ex. Coffee maker)
- ☐ Hide garbage cans in closet.
- ☐ Remove dishes, sponges, from sink, place in dishwasher or cabinets.
- ☐ Clear outside of refrigerator of magnets, papers, photos, etc.

Bathroom

- ☐ Clear countertops completely. **No** soap, toothbrushes, medications, deodorant, etc.
- ☐ Put toilet seats down
- ☐ Clean mirrors, glass & all surfaces well. No water spots.
- ☐ Remove shampoo, soap, loofahs, etc. from showers and tubs
- ☐ Remove dirty towels - leave out only new, unused towels
- ☐ Remove floor mats & trash cans.

Exterior – Front & Back Yard

- ☐ Close Garage Doors
- ☐ Move Cars out of driveway and out from the front of house
- ☐ Clean up Landscaping, Trim bushes clear leaves & mow lawn
- ☐ Remove Cobwebs from eaves & door frames & clean paths & porches.
- ☐ Remove Visible water hoses.
- ☐ Remove Kid toys, pet items & sports goals.
- ☐ Clean Pools, Hide hoses/cleaning supplies. Remove Covers if Clean
- ☐ Remove Trash Cans
- ☐ Tidy up outdoor furniture

Dining Room / Table

- ☐ Clear, dust & polish the table top.
- ☐ Use decorative place setting if available.
- ☐ Feature Centerpiece if possible
- ☐ Straighten all chairs, space evenly
- ☐ Remove child seat/booster chairs

Living Room / Family Room

- ☐ Remove stacks of magazines, papers, mail, etc.
- ☐ Fluff & arrange furniture pillows
- ☐ Remove Kid toys or Organize
- ☐ Turn all TV's & Computers Off
- ☐ Declutter fireplace Mantel (5 items max is recommended)
- ☐ Clean fireplace if necessary.

Bedrooms / Kids Rooms

- ☐ Make bed, including decorative pillows/shams if available. Press bed linens & bed skirts
- ☐ Tidy the master closet, it may be photographed.
- ☐ Clear nightstands of all personal items.
- ☐ Store away phone/tablet cables
- ☐ Remove all clutter from top of dressers.
- ☐ Clean under bed, removing items that may show in photos.
- ☐ Remove diaper genies in baby rooms.
- ☐ Remove wall stickers & posters.
- ☐ Put all Laundry in hampers/close lids

Best Practice Tips to Sell

- During Photo shoot & showings keep décor neutral (Art, religious, political, etc.)
- Remove any interior & exterior holiday décor that is out of date. (holiday lights, wreaths, etc.)
- Walk through the property the morning of the shoot or a showing. Check every room to see if something stands out.

Use This List To Ensure A Great Shoot

During Shoot We DO NOT:

- Move or Re-arrange Furniture
- Make beds, clean, dust or de-clutter.
- Pick up toys or yard items
- Touch personal bathroom Items (shampoo, toothbrushes, deodorant, towels.)
- "Photoshop" walls, damaged walls, powerlines, wall pictures, cords, etc.