

REAL ESTATE PRE-SHOOT CHECKLIST



Covid-19 risk mitigation strategies

SUCCESSFULLY MARKETING A PROPERTY INVOLVES MANY INDIVIDUALS

Many small businesses and contract workers play a large role in the real estate industry and will be left to develop their own safety protocols. With an emphasis on safety first, we look to implement steps to mitigate risks and quickly return to helping clients with their needs. Please review our updated guidance on home preparation prior to scheduling your next photo shoot.

Photographer Responsibilities:

- We will not attend a work site if we are feeling unwell or exhibiting any of the symptoms of Covid-19.
- We will wash our hands with soap and water for 20 seconds or use hand sanitizer at the beginning of a job, at the conclusion of a job and after touching our face.
- We will keep all personal equipment as clean as possible and only bring the necessary items into the property. We will utilize a disinfectant to regularly clean equipment after leaving each property to reduce the risk of transmission.
- We will wear a cloth face mask to reduce the risk of inadvertently spreading the virus when on-site.
- We will always observe the minimum 6ft required for social distancing when others are present.
- As much as reasonable possible, we will refrain from touching surfaces within the property.

Agent/Client Responsibilities:

- If anyone that resides or has visited the property is showing symptoms of illness, work should be postponed until enough time has passed for the property to be properly disinfected.
- Advise anyone that is in a high risk category to exit the property prior to photographer arriving on-site. If this is not possible or homeowner is not comfortable with leaving the premise, they can still reduce risk by staying outside or in their vehicles for the duration of the photo shoot.
- Communicate any specific instructions prior to scheduled work. Walking a property and/or conducting listing agreement meeting cannot coincide with scheduled photo appointments.
- It is all parties responsibility to proactively and truthfully communicate any known occurrences of exposure to COVID-19 immediately to all parties.

EXTERIORS

REAL ESTATE PHOTO CHECKLIST



Curb Appeal

Ensure the first images a potential buyer sees sets the tone for your property. An exterior shot is typically the first image a buyer will see, so it is important!

Front Yard:

- ▶ Landscaping should be clean and well maintained (grass mowed, shrubs trimmed and leaves raked)
- ▶ Touch up any paint issues and clean front door and entryway
- ▶ Add a splash of color with colorful flowers and planters
- ▶ Remove all vehicles from the driveway
- ▶ Remove all bikes, toys and garden hoses from sight
- ▶ Place trash receptacles out of sight or in the garage
- ▶ Sweep off sidewalks, driveways and entranceway

Back Yard:

- ▶ Landscaping should be clean and well maintained (grass mowed, shrubs trimmed and leaves raked)
- ▶ Sweep off deck, patios and any recreational areas
- ▶ Toys, garden hoses and pet items should be placed out of sight
- ▶ Touch up exterior decor and any outdoor living spaces to ensure they are staged like your interior
- ▶ If you have a pool or water feature, ensure it is clean and running
- ▶ Outbuilding exteriors should be clean, neat, and organized

INTERIORS

REAL ESTATE PHOTO CHECKLIST



Kitchens and Living Spaces

Allow the features of your property to stand out. Key areas of interest like kitchens and living rooms are gathering places for family!

Kitchen/Dining area:

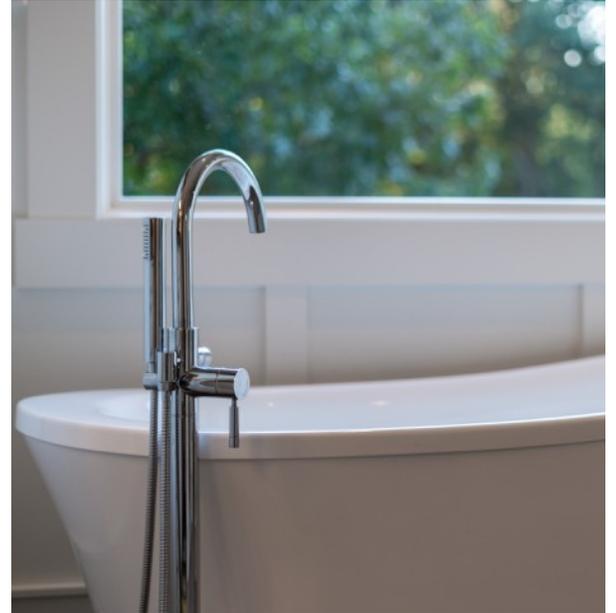
- ▶ Wipe down all countertops, tables and appliances
- ▶ A decorative bouquet or centerpiece makes a great accent piece
- ▶ Clear all unnecessary items off counters and remove all magnets and artwork from the fridge
- ▶ Floors should be swept and mopped and consider removing rugs, floor mats and hand towels
- ▶ Place trash containers out of sight
- ▶ Open all the window treatments, turn on all lights and turn off ceiling fan

Living room:

- ▶ Remove unnecessary clutter and personal belongings
- ▶ Declutter shelves, countertops, tables and anything that could be distracting to potential buyers
- ▶ Consider packing away large family photographs and hide all pet toys
- ▶ Store children's toys and other unnecessary items in closets
- ▶ Open all the window treatments, turn on all lights and turn off ceiling fan

INTERIORS

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Bedrooms and Bathrooms

Where we rest and recharge everyday, now is the time to minimize clutter and make rooms look open and spacious!

Bedrooms:

- ▶ All rooms should be clean and clutter free
- ▶ Make beds and place excessive items in closets
- ▶ Large family photos should be swapped to generic photos or removed during photo shoot
- ▶ Wall murals and distracting elements should be removed from sight
- ▶ Turn on all the lights
- ▶ Open all the window treatments, turn on all lights and turn off ceiling fan

Bathrooms:

- ▶ Clean floors, counters, shower and toilets
- ▶ All personal items should be stored out of sight
- ▶ Close toilet lid and shower curtains
- ▶ Consider removing floor mats and shower accessories
- ▶ Towels should be clean and folded neatly
- ▶ Open all the window treatments, turn on all lights and turn off ceiling fan