

THE COMPLETE GUIDE TO PHOTO-DAY PREP

MAKE YOUR LISTING POP

Room-by-room prep in under 90 minutes: decluttering, lighting, angles, and what to leave out. Plus a printable shoot list.

- Better photos get more clicks.
- More showings bring better offers.
- Great photos sell faster for more.

Professional-looking photos don't require a professional stager. A few simple changes can dramatically improve how buyers perceive your home online.

2 THE 90-MINUTE PHOTO-DAY PLAN

Follow this room-by-room plan to get your home photo-ready fast.

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| <p>15 MINUTES EXTERIOR</p> <ul style="list-style-type: none"> Move vehicles Store garbage bins Sweep entryway Open curtains Remove garden tools Straighten outdoor furniture | <p>15 MINUTES KITCHEN</p> <ul style="list-style-type: none"> Clear countertops Remove dish racks Hide cleaning supplies Remove magnets and papers Turn on lights Add fresh fruit bowl | <p>10 MINUTES BATHROOMS</p> <ul style="list-style-type: none"> Close toilet lids Remove personal products Hang fresh towels Wipe mirrors Empty garbage |
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| <p>10 MINUTES BEDROOMS</p> <ul style="list-style-type: none"> Make beds Remove laundry Clear nightstands Open blinds Turn on lamps | <p>10 MINUTES LIVING AREAS</p> <ul style="list-style-type: none"> Remove clutter Hide pet items Arrange cushions Clear coffee tables Turn on lights |
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90 MINUTES TOTAL A little effort now creates big results in your photos!

3 ROOM-BY-ROOM STAGING SECRETS

Simple changes make a big impact. Here's what to keep—and what to remove.

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| <p>LIVING ROOM</p> <p>KEEP</p> <ul style="list-style-type: none"> Neutral décor Pillows & throws Plants Clean surfaces <p>REMOVE</p> <ul style="list-style-type: none"> Remote controls Excess furniture Clutter Family photos |
| <p>KITCHEN</p> <p>KEEP</p> <ul style="list-style-type: none"> Small décor accents Fruit bowl Clean surfaces Matching accessories <p>REMOVE</p> <ul style="list-style-type: none"> Dish soap Drying racks Counter clutter Magnets & papers |
| <p>PRIMARY BEDROOM</p> <p>KEEP</p> <ul style="list-style-type: none"> Fresh bedding Matching pillows Bedside lamps Simple décor <p>REMOVE</p> <ul style="list-style-type: none"> Clothing Personal items Exercise equipment Unmade beds |
| <p>BATHROOMS</p> <p>KEEP</p> <ul style="list-style-type: none"> Fresh towels Soap dispenser Small plant Clean counters <p>REMOVE</p> <ul style="list-style-type: none"> Personal products Clutter Toilet lid up Old towels |

TIP: Less is more. Help buyers focus on your home, not your belongings.

4 LIGHTING & CAMERA TIPS

Great lighting and smart angles make every room look its best.

BEST TIME OF DAY

- MORNING** (Sun icon): East-facing rooms
- AFTERNOON** (Sun icon): West-facing rooms
- BRIGHT OVERCAST DAYS** (Cloud icon): Often best for exterior photos

LIGHTING RULES

- Turn on every light
- Open every blind
- Open curtains fully
- Replace burnt bulbs
- Use matching bulb temperatures

CAMERA POSITIONING

- Shoot from corners
- Keep camera level
- Capture entire room
- Include ceiling & flooring
- Take landscape and portrait shots

WINDOW MANAGEMENT

- Open blinds to let in light. Adjust to avoid glare.
- Show outdoor views whenever possible.

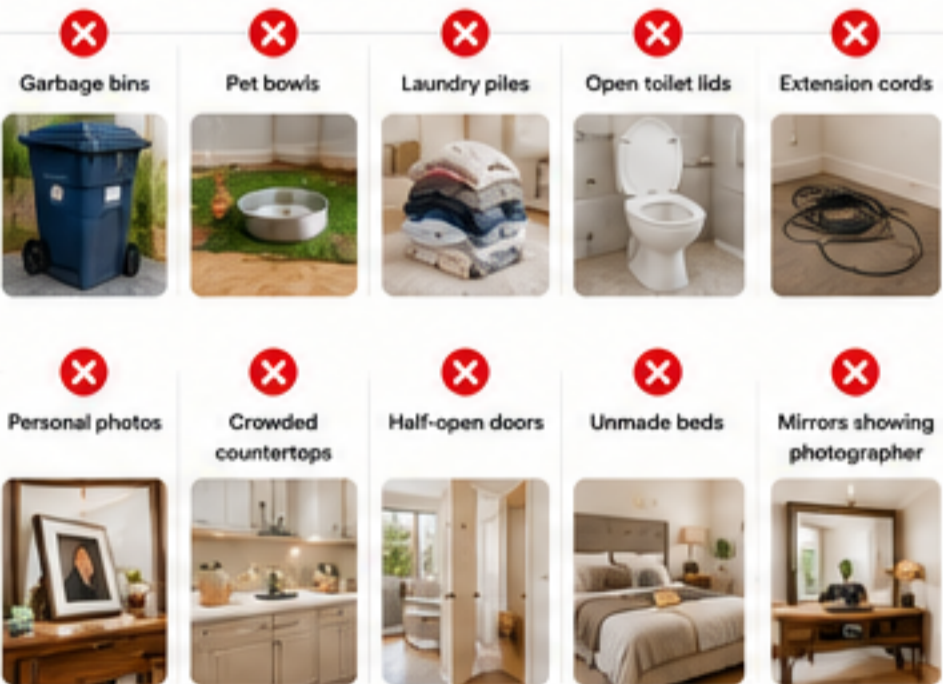
PHONE VS. DSLR TIPS

- Clean your lens
- Tap to focus
- Use HDR mode
- Use wide-angle lens
- Hold steady or use tripod

TIP: Take more photos than you think you need. You can always delete the extras!

5 WHAT NOT TO PHOTOGRAPH

Avoid these common mistakes that can turn buyers away.



THE GOLDEN RULE

If a buyer were standing in the room, what would they want to see first? **Take that photo.**

QUICK BEFORE YOU SHOOT

- Declutter every room
- Hide personal items
- Clean everything
- Check all angles
- Review before uploading

6 20 PHOTOS EVERY LISTING NEEDS

Don't miss the shots buyers expect to see.

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| <p>EXTERIOR (4)</p> <ol style="list-style-type: none"> Front Elevation (Hero Shot) Front Entry Backyard Rear Exterior | <p>BEDROOMS (3)</p> <ol style="list-style-type: none"> Primary Bedroom Primary Ensuite Secondary Bedroom |
| <p>MAIN LIVING AREAS (4)</p> <ol style="list-style-type: none"> Living Room Wide Angle Living Room Alternate Angle Dining Area Open Concept View | <p>BATHROOMS (2)</p> <ol style="list-style-type: none"> Main Bathroom Secondary Bathroom / Powder Room |
| <p>KITCHEN (4)</p> <ol style="list-style-type: none"> Full Kitchen View Kitchen Alternate Angle Kitchen Feature Shot Kitchen + Dining Connection | <p>BONUS SPACES (3)</p> <ol style="list-style-type: none"> Finished Basement Laundry / Utility Area Garage / Workshop |

BONUS PHOTOS (IF APPLICABLE)



7 PRINTABLE PHOTO SHOOT CHECKLIST

Use this checklist to make sure you capture every important space.

AREA	COMPLETE	AREA	COMPLETE
Front Exterior	<input type="checkbox"/>	Bedroom 2	<input type="checkbox"/>
Rear Exterior	<input type="checkbox"/>	Bedroom 3	<input type="checkbox"/>
Entryway	<input type="checkbox"/>	Bathrooms	<input type="checkbox"/>
Kitchen	<input type="checkbox"/>	Basement	<input type="checkbox"/>
Dining Room	<input type="checkbox"/>	Garage	<input type="checkbox"/>
Living Room	<input type="checkbox"/>	Yard	<input type="checkbox"/>
Primary Bedroom	<input type="checkbox"/>	Other Spaces	<input type="checkbox"/>

FINAL PHOTO-DAY SUCCESS CHECKLIST

- Every light is on
- Every blind is open
- Every room is decluttered
- Vehicles removed
- Garbage bins hidden
- Beds made
- Bathrooms spotless
- Kitchen counters clear
- Pets removed during shoot
- Photos reviewed before uploading

DISCLAIMER & IMPORTANT INFORMATION

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