

# How to Prepare for a Photo Shoot

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A well-prepared photo shoot ensures the best possible results, capturing your property, business, or brand in its most polished and appealing light. Thoughtful preparation helps highlight key features, minimize distractions, and create a smooth, efficient experience. A little planning can make a big difference in the final images—saving time, reducing stress, and maximizing the impact of your visuals.

## What to expect During The shoot

### Photography:

During a typical photo shoot, the photographer will use various equipment, including flashes and lighting setups, which may affect light-sensitive individuals. They will systematically capture photos of each room and key spaces, including clean closets and garages. Exterior images and drone photography will also be included. The duration varies, but a good rule of thumb is approximately one hour per 1,000 square feet. While it is preferred for the property to be vacant during interior photography, it is not required.

### Matterport Virtual Tour:

A virtual tour captures every aspect of a property's interior (and sometimes exterior), including clean closets and garages. The photographer will place the virtual tour camera in a starting location, ensure they are out of view of the camera, create a 360° of that location, and repeat that process every couple of feet throughout the property. To maintain consistency, no movement should occur during the scanning process, and all elements (doors, furniture, etc.) should remain in the same position. This process takes approximately one hour per 1,000 square feet. **While staying in the property is possible, it is strongly preferred that all people and pets vacate the premises during the shoot.**

### Videography:

For property videos, the photographer will capture multiple short clips of the property interior and exterior, including drone footage. A handheld stabilizer (gimbal) is used to ensure smooth motion. Typically, closets and garages are not included in video captures. On-site time is usually between one and two hours. While the property does not need to be vacant, it is preferred.

*If you have any questions or would like any specific suggestions, please feel free to reach out:*

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## **Preparation Checklist**

- Completion of every task is not required, but the more preparation you do, the better your property will look and the quicker it will sell.
- Small/hallway closets and cabinets are excellent places to store miscellaneous items.
- Please respect our photographers' time by ensuring that no unnecessary items need to be moved during the shoot.

### **Interior:**

- **General:**

- Store away personal belongings, artwork, or valuables you do not want displayed.
- Dust, clean, and remove visible stains or discoloration.
- Clean windows (inside and outside) if they have noticeable marks.
- Ensure all light bulbs are functional.
- Declutter and remove unnecessary items.
- Store away personal/family photos.
- Store pet toys, beds, crates, litter boxes, and accessories.

- **Living/Family Room(s):**

- Remove small, non-decorative items (remotes, pet beds, ashtrays, etc.).
- If possible, remove furniture covers.
- Conceal chargers and cords.

- **Kitchen:**

- Clear countertops of unnecessary items.
- Remove soap dispensers, sponges, towels, and cleaning supplies.
- Remove magnets and items from the refrigerator.
- Hide trash and recycling bins.
- Clean the stovetop, sink (including mineral deposits), and countertops.
- Remove rugs/runners.

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- **Dining Room:**
  - Set the table if you have a full set of matching dishware.
  - Remove non-decorative items.
  - A simple vase or centerpiece can add appeal.
- **Office/Library:**
  - Declutter desks, keeping only essential or decorative items.
  - Organize shelves and hide unnecessary cords.
- **Bedrooms:**
  - Hide chargers and personal items.
  - Keep clothes stored neatly and organize walk-in closets.
  - Remove laundry hampers.
- **Bathrooms:**
  - Clean all surfaces, including mineral buildup around faucets.
  - Remove personal items from countertops and showers.
  - Hide non-decorative items (plungers, trash cans, hampers, etc.).
  - Remove bath mats and rugs.
- **Workshops/Garages:**
  - Remove clutter and clean workbenches.
  - Organize tools and sweep floors.
  - Hide trash and recycling bins when possible.

**Exterior:**

- Declutter and remove visible waste.
- Mow, edge, weed, shovel snow, and clean up leaves or debris.
- Hide broker/for-sale signs, trash cans, and recycling bins.
- Uncover patio furniture, grills, fire pits, hot tubs, and pools.
- Neatly coil or hide hoses.
- Clean and organize animal structures (barns, chicken coops, riding areas, etc.).
- Move vehicles and trailers away from buildings (preferably off property).

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**30 Minutes Before the Shoot:**

- Turn on all interior and exterior lights (including lamps).
- Open all blinds and curtains.
- Turn off ceiling fans and TVs (we will add in scenic photos on the TVs in photoshop).
- If applicable, turn on the hot tub and pool lights.
- Spot clean any necessary areas.
- Move any remaining vehicles from the driveway.
- If a Matterport or video shoot is scheduled, consider lighting any fireplaces or outdoor fire pits for added ambiance. (Photographers are not responsible for lighting or extinguishing fires.)



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## **Twilight (Sunset) Shoots**



Twilight lasts approximately 20 minutes around sunset, making preparation critical. The goal is to create a warm glow from inside the property, meaning the camera will capture interior views through windows. Ensure everything inside remains tidy. If possible, all people and pets should vacate the property or remain out of view.

- Turn on all interior and exterior lights.
- Open all blinds and curtains.
- Turn off ceiling fans and TVs (we will add in scenic photos on the TVs in photoshop).
- If applicable, turn on the hot tub and pool lights.
- Move vehicles from the driveway.

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