



## SNOWDRIFT VISUALS

# GETTING READY FOR YOUR REAL ESTATE MEDIA SHOOT

Welcome to your real estate media shoot with Snowdrift Visuals! To ensure we capture the best photos and videos of your property, we've prepared this guide to help you get ready. Following these steps will maximize the appeal of your property and make the process smooth and efficient.

## THE BASICS

### Clean and Declutter

- ☐ Thoroughly clean all rooms: vacuum carpets, sweep floors, and wipe windows, glass doors, and mirrors.
- ☐ Remove personal items such as photos, paperwork, and any unnecessary decor.
- ☐ Clear countertops in the kitchen and bathrooms.
- ☐ Dust and wipe down light fixtures, ceiling fixtures, baseboards, door frames, outlet covers, and switch plates.

### Lighting

- ☐ Replace burnt-out bulbs, ensure color temperature matches per room.

### Staging

- ☐ Arrange furniture to create open, inviting spaces.
- ☐ Add fresh flowers or plants to enhance the ambiance.
- ☐ Use neutral decor to appeal to a broader audience.
- ☐ Minimize decorative items and clutter on surfaces.

## DAY OF THE SHOOT

### Final Touches

- ☐ Do a final walkthrough to ensure everything is in place.
- ☐ Turn off ceiling fans, computer monitors, and televisions.
- ☐ Turn on all lights, including lamps and exterior lights.
- ☐ Open blinds, shades, and curtains to let in natural light.

### Be Ready on Time

- ☐ Ensure the property is ready at the scheduled shoot time.
- ☐ Plan to vacate the property during the shoot to allow the photographer to work efficiently.

# PREPARING YOUR HOME: DETAILED ROOM-BY-ROOM GUIDE

The following sections provide room-by-room guidance to help you prepare each area of your home. These detailed steps will help us capture your property looking its absolute best.

## INTERIOR PREPARATION

### Living Areas

- ☐ Entryway/Foyer
  - ☐ Remove shoes, coats, bags, and other items from the floor and hooks.
  - ☐ Clear any mail, keys, or personal items from entry tables or console surfaces.
  - ☐ Sweep and clean the entryway floor.
- ☐ Living Room
  - ☐ Hide TV remotes, magazines, and personal items.
  - ☐ Arrange or remove blankets, pillows, etc.
- ☐ Dining Room
  - ☐ Clear the dining table or set it with attractive place settings.
  - ☐ Straighten up and arrange chairs (remove any excess chairs).

### Kitchen

- ☐ Countertops and Appliances
  - ☐ Clear all items from countertops, including small appliances.
  - ☐ Clean appliances, sinks, and backsplash thoroughly.
  - ☐ Clear dishes, drying racks, sponges, and soap dispensers from the sink area.
- ☐ Cabinets and Pantry
  - ☐ Ensure cabinets and pantry are neat and organized if they will be open in photos.

### Bedrooms

- ☐ General
  - ☐ Walk-in closets: Organize and declutter thoroughly. Remove valuables and personal items from visible shelves. Ensure clothing is neatly arranged.
  - ☐ Other closets: Close closet doors to conceal contents if possible, or straighten up and organize if necessary.
  - ☐ Remove hampers, laundry baskets, and loose articles of clothing.
  - ☐ Ensure items stored under beds are not visible.
- ☐ Primary Bedroom
  - ☐ Make the bed with clean, neutral bedding.
  - ☐ Remove personal items from nightstands and dressers.
- ☐ Additional Bedrooms
  - ☐ Ensure all beds are made and rooms are tidy.
  - ☐ Clear personal items and photos from children's rooms (tidy up toys, games, etc.).

## Bathrooms

- ☐ Countertops
  - ☐ Clear all personal items, including toothbrushes and toiletries.
  - ☐ Clean mirrors, sinks, and counters.
- ☐ Showers and Tubs
  - ☐ Remove shampoos, soaps, and other personal items.
  - ☐ Clean shower doors/glass and replace dirty shower curtains.
  - ☐ Ensure towels are neatly hung or removed.
- ☐ Tidiness
  - ☐ Close toilet lids.
  - ☐ Replace toilet paper rolls.
  - ☐ Remove plungers and toilet brushes.
  - ☐ Empty trash bins.

## Additional Rooms

- ☐ Home Office
  - ☐ Organize the desk and remove clutter.
  - ☐ Hide cables and wires.
  - ☐ Remove any business or personal documents.
- ☐ Laundry Room
  - ☐ Clear laundry from the machines and folding areas.
  - ☐ Clear items from the tops of washer/dryer.
  - ☐ Clear and clean the laundry room sink (remove soaps, brushes, detergent bottles, etc.).
  - ☐ Organize cleaning supplies neatly.

## EXTERIOR PREPARATION

### Curb Appeal

- ☐ Mow the lawn, trim bushes, and remove any weeds.
- ☐ Sweep driveways, walkways, and patios.
- ☐ Store away garden tools, hoses, and garbage bins.

### Front Entrance

- ☐ Clean the front door, and ensure it's in good condition.
- ☐ Add a new welcome mat and potted plants if needed.

### Outdoor Living Spaces

- ☐ Arrange patio furniture neatly.
- ☐ Clean pool/hot tub areas and ensure water features are operational.
- ☐ Remove pet waste from yards and outdoor areas.
- ☐ Store away any toys or similar objects.

## SPECIAL INSTRUCTIONS

### **Pets**

- ☐ Arrange for pets to be off the property during the shoot if possible.
- ☐ If pets are on-site, keep them secured in a non-photographed area throughout the shoot.
- ☐ Remove pet beds, toys, and food bowls from all photographed areas.

### **Vehicles**

- ☐ Move vehicles from driveways and front of the house.
- ☐ Ensure garages are tidy if they will be photographed.

### **Photographs**

- ☐ Remove all personal photographs and portraits from walls, mantles, refrigerators, etc.

By following this guide, you'll help us create stunning images and videos that highlight your property's best features. If you have any questions or need further assistance, please don't hesitate to contact us.

**Thank you for choosing Snowdrift Visuals! We look forward to showcasing your property.**