



KATZENELL
RESIDENTIAL
of Keller Williams Realty Centre

RESIDENTIAL PHOTO SHOOT CHECKLIST

GENERAL

- ☐ The house will be shot as is – any clutter, trash cans, towels, etc. should be hidden before the shoot begins
- ☐ Put all personal items away
- ☐ Generally, make the house as clean as possible:
 - ☐ Make all beds
 - ☐ Remove streaks from mirrors
 - ☐ Sweep/mop/vacuum all floors
- ☐ Replace all burned-out light bulbs
- ☐ Use bulbs of the same temperature (all incandescent or all compact fluorescent)
- ☐ Turn all TVs off
- ☐ Turn all ceiling fans off
- ☐ Turn any fireplace off
- ☐ Turn all computer screens off
- ☐ Open all blinds/window treatments in every room to let in outside light – blinds should be twisted open at a 45-degree angle, facing up (do not pulled up blinds)
- ☐ Turn on all exterior and interior lights, including floor lamps, table lamps, under-cabinet lighting, stovetop lighting, bedside lamps, ceiling fan lights, and other secondary light sources
- ☐ Remove small floor rugs to reveal actual flooring
- ☐ Place all shoes/jackets in closets
- ☐ Remove any religious symbols from view
- ☐ Clear all counters of clutter
- ☐ All closet doors should be closed



EXTERIOR

Front and Back Yard Areas

- ☐ Put hoses and other equipment away
- ☐ Prepare a freshly cut lawn and ensure landscaping is in good shape
- ☐ Organize patio/deck

Porch / Patio / Deck

- ☐ Clean the flooring of your porch/patio/deck
- ☐ Tidy up all outdoor furniture, removing clutter from any counters or table surfaces
- ☐ Clean the flooring of your porch/patio/deck
- ☐ Fluff and arrange outdoor furniture pillows
- ☐ Remove visible water hoses
- ☐ Remove trash cans

Garage / Driveway

- ☐ Ensure that no vehicles are in the driveway or on the street in front of your home

INTERIOR

Kitchen

- ☐ Remove all non-decorative items from counters (dish soap, paper towels, cleaning supplies, knife blocks, baking supplies, mail, etc.)
- ☐ Leave out a maximum of one small appliance, such as the coffee maker
- ☐ Clear the outside of your refrigerator, removing all magnets, papers, photos, etc.
- ☐ Hide garbage cans inside your pantry or a closed closet

Bathrooms

- ☐ Lower all toilet seats
- ☐ Clear countertops of non-decorative items – No soap, toothbrushes, medications, deodorant, etc. in view
- ☐ Remove toiletries (shampoo, soap, loofahs, etc.) from bath/shower area
- ☐ Curtains/door to shower should be opened to show off tiling/fixtures)



Bathrooms

- ☐ Remove dirty towels, leaving out only new, unused towels
- ☐ Remove floor mats

Bedrooms

- ☐ Remove personalized names from walls
- ☐ Remove wall stickers/posters
- ☐ Remove diaper genies/containers
- ☐ Clean under all beds, removing items that may show in the photos
- ☐ Make all beds, including decorative pillows/shams if available
- ☐ Press bed linens and bed skirts
- ☐ Clear nightstands of all personal items
- ☐ Store away phone/tablet charging cables

Living Room(s)

- ☐ Remove stacks of magazines, papers, mail, etc.
- ☐ De-clutter fireplace mantel/hearth (no more than 5 items, including art)
- ☐ Clean interior of fireplace and re-paint if needed
- ☐ Fluff and arrange furniture pillows

Dining Room

- ☐ Clear table: Dust and polish the tabletop
- ☐ Use decorative place settings, if available
- ☐ Feature one center piece on the tabletop, such as a bouquet of flowers
- ☐ Straighten all chairs and space them evenly