



Canmore HD Visual Media Pre-Shoot Photo Ready Checklist

Prepare for your photoshoot appointment with this pre-shoot checklist to ensure the most professional first impression is made.



Photography Is Your First Impression

First impressions are the most important marketing piece a seller has thus, the photography used to capture the eye of the buyer and draw them in is the name of the game. Quality matters and this is our chance to present that to the public eye. To nail that first impression, here is the Canmore HD Visual Media photo ready checklist to use prior to our arrival help to make your property standout above the rest.

Photo Ready Checklist

General Items

- Turn on all overhead lights and lamps
- Ensure all light bulbs are in working order and of the same hue - warm white.
- Turn off all ceiling fans
- Turn off all TV's and hide remotes
- Open all curtains and blinds
- Hide toys, pet items, etc.
- Remove any extra knick-knacks on shelves, tables and fireplace mantles. This includes family photos.
- If it's broken - fix it. Repair any visual items that need attention. Valances for blinds, broken gutter and troughs, rotten deck or stair boards, broken fencing - first impressions matter.
- Clean windows inside and out. A beautiful moment of sun streaming through the living room window when the windows are dirty can leave a poor first impression. Views and natural lighting is a major decision factor for purchasers shopping for a property so proper photography of those very elements is critical.



Kitchen

- Clean off countertops of extra appliances, phone chargers, mail, etc.
- Clean your appliances. A dirty stovetop sets a poor first impression.
- Remove soap, sponges, dishes, etc.
- Clear refrigerator of magnets, photos, etc.
- Hide garbage can
- Organize walk in pantries
- Ensure all light bulbs are in working order and of the same hue - warm white.

Bathrooms

- Clean off countertops
- Ensure all light bulbs are in working order and of the same hue - warm white.
- Remove bath products from tub/shower
- Hang fresh, coordinating towels
- Close toilet seat

Bedrooms

- Make beds
- Put away all clothes
- Remove items from nightstands
- Organize walk in closets
- Ensure all light bulbs are in working order and of the same hue - warm white.



Exterior

- Close garage door
- Remove all vehicles and trailers from driveway
- Mow, rake or shovel-depending on the season
- Hide garbage and recycling cans
- Remove seasonal items
- Uncover and arrange outdoor furniture and grills

Storing Belongings

Smaller closets and the garage are typically safe places to store items when decluttering or packing. If using the garage as a storage base, please ensure that we can access the garage and have enough space so that we can accurately measure the space with our iGuide LiDAR system. I myself like to photograph the garage from the outside and incorporate the architecture of the home into the photograph itself. Purchasers touring the home understand that you are preparing to sell your property and are generally unbothered by storage in the garage but please - do your best to make it as orderly as possible. Even just neatly stacked or arranged items can tell a positive story about the seller and the property.

Follow this checklist step by step and you will be well prepared for your photography appointment. In fact, following this checklist alone will instantly create a very strong separation amongst the visual marketing presentations of homes within your market.

