



CREATE PICTURE-PERFECT SHOOTS WITH THESE MUST-DO TIPS AND PREP A PROPERTY LIKE A PRO

Preparing a listing for the lens is key to property marketing success. A clean, inviting, and visually appealing home will help capture the attention of potential buyers and renters and showcase the space's full potential. Use this ultimate checklist to get your listing ready for a real estate photography shoot.

GENERAL

Use these tips to maximize space and create a larger look and feel. Remember, less is more!

REMOVE

- Family pictures
- Personal items
- Memorabilia
- Pet food, bowls, bedding, toys etc.

DOORS, WINDOWS AND MIRRORS

- Ensure glass is clean and streak-free
- Open all doors
- Neatly open all blinds and curtain

FLOORS

Remove these items to enhance perception of floor space size in photos.

REMOVE

- All rubbish bins
- Floormats

LIGHTING AND FANS

- Turn on all lights and lamps
- Replace any faulty globes
(very important for dusk/twilight shoots)
- Keep fans off

LOUNGE AND LIVING AREA

CLEAR

- TV remotes
- Video game equipment
- Keep fans off
- Any visible electrical cords
- Books, magazines & additional clutter
- Keep any cushions to a minimum and neatly arranged
- Remove appliances (portable fans, heaters etc)

Tip: If you have stylish homewares or a nice coffee table book, you can display them tastefully on the table.

Tip: Remember, rooms can look different depending on the height of your shot, so take a few different angles and use your favourite. This is crucial for areas like bedrooms, kitchens, dining areas, and balconies with scenic views.

BEDROOMS

- Make bed neatly and remove any creases
- Clean under bed and remove visible items
- Ensure furniture layout is functional
- Remove any visible electrical cords

BATHROOM AND ENSUITE

- Shower screen is streak-free
- Keep toilet lid down

REMOVE

- Washing baskets
- Rubbish bins
- Tissue boxes
- Soap dishes
- Bathmats off floor
- Products lying around

Tip: To create appeal, place freshly coordinated towels neatly folded in a double-layered fashion and use matching colors for the best results.

Tip: To achieve a professional look, ensure that all taps, including those in basins, showers, baths, bathrooms, kitchen, and outdoor areas, are turned to the center position for a consistent appearance.



KITCHEN AND DINING

REMOVE

- Tableware and glassware off countertop
- Small appliances
- Countertop clutter
- Tea towels
- Any visible childproof equipment that may be in doorways, cabinets or cupboards)

PREPARE APPLIANCES

- Clean all appliances
- Ensure they're streak-free
- Turn on oven light for extra ambiance
- Refrigerator – remove magnets, kids' drawings, calendars and fingerprints

Tip: Enhance your dining area by setting the table with your best cutlery and dinnerware and adding a centerpiece like a candle or flowers (preferably of lower height. Opt for white plates, if you can, for better photo impact. Neatly presented flowers or fruit are also a welcome addition to kitchen, dining, and living areas.

Tip: The aim is to achieve a display home aesthetic, so kettles and coffee machines can remain if they don't overcrowd your countertop.

OUTDOOR AREAS

- Sweep and remove stains from driveway and paths
- Groom the lawns and garden - rake any leaves on-site and cover any dirt with mulch
- Outdoor furniture should be wiped clean and arrange cushions, so they look their best

REMOVE

- Real estate signs (or we can do it for you with editing)
- Noticeable large weeds
- Fallen palm fronds
- Cars
- Caravans and trailers
- Garden hoses
- Garden tools
- Toys
- Bicycles and skateboards
- Pet accessories
- Rubbish bins (hidden in the garage is best)
- Washing from clothesline
- Any garden pegs lying around

SWIMMING POOL

REMOVE

- Pool cover
- Pool cleaners
- Toys
- Any debris
- Any towels hanging
- Ensure your pool water is balanced and not green

Tip: For all exterior and interior images, ensure you capture an extra-wide shot of the subject. Our editing team will correct any vertical distortion caused by your camera lens, which may result in some edges being cropped during the retouching process.

ENTRY

REMOVE

- Shoes
- Bags
- Floormats
- Umbrellas
- Any other clutter

Spotted something that shouldn't be there?
Our Item Removal & Virtual Clean photo edit can make those unwanted objects disappear, so you can say goodbye to distractions and hello to picture-perfect results!