⭐ SELL FOR MORE SYSTEM™

PHOTO PREP CHECKLIST

A detailed guide to ensure your home photographs are beautiful and attract maximum online attention.

Photography is your first showing.
This checklist ensures your home is ready to shine.

⭐ SECTION 1 — WHOLE HOME PREP (NON-NEGOTIABLES)

These apply to every room:

✓ Turn ON all lights

Warm, bright lighting makes rooms feel larger.

✓ Open all blinds + curtains

Natural light = higher perceived value.

✓ Turn OFF all ceiling fans

Stops blur lines in photos.

✓ Hide all cords

TV cords, chargers, power strips, lamp cords.

✓ Remove floor fans + space heaters

Distracting and unattractive.

✓ Remove visible trash cans

Kitchen, bathrooms, bedrooms — all gone.

✓ Replace burnt-out bulbs

Mixed lighting temperatures ruin photos.

✓ Secure pets

Outside the home, garage, or crated.

⭐ SECTION 2 — KITCHEN PREP (HIGHEST IMPACT)

The kitchen is the MOST scrutinized room online.

✓ Clear ALL counters

Remove everything except 1–2 simple décor items.

✓ Remove:

- dish soap
- sponges
- drying racks
- hand towels
- small appliances
- cutting boards
- paper towels
- coffee makers
- toasters
- air fryers

✓ Clear fridge exterior

No magnets, notes, calendars, delivery menus.

✓ Remove trash can

Should NOT appear in photos.

✓ Clean sink + faucet

Shine chrome surfaces.

✓ **Hide pet bowls**

Every time.

⭐ SECTION 3 — LIVING ROOM + FAMILY ROOM PREP

✓ **Remove excess furniture**

Open space photographs larger.

✓ **Clear coffee tables**

Keep one simple item (plant, book, or tray).

✓ **Straighten pillows + throws**

Fluff and fold neatly.

✓ **Hide remotes + game controllers**

No visible electronics except mounted TV.

✓ **Clear shelving**

Decorate lightly — no clutter.

⭐ SECTION 4 — BEDROOM PREP

✓ **Make beds with smooth, wrinkle-free bedding**

Hotel-style.

✓ **Clear nightstands**

One lamp + one simple object.

✓ Remove:

- laundry baskets
- personal photos
- chargers
- stacks of books
- clothing on chair or bed

✓ Hide under-bed items

They will show in photos.

⭐ SECTION 5 — BATHROOM PREP

Bathrooms sell hygiene and comfort.
They MUST look spotless.

✓ Clear ALL counters

Everything removed.

✓ Remove:

- toothbrushes
- toothpaste
- razors
- hair products
- shampoo bottles
- toilet brushes
- plungers
- scales
- cleaning supplies

✓ Close toilet lids

Every toilet.

✓ Hang fresh, neutral towels

White is best.

✓ **Remove trash cans**

Not photo-friendly.

✓ **Clean mirrors + faucets**

Streaks show in high resolution.

⭐ SECTION 6 — DINING AREA PREP

✓ **Clear table completely**

Optional: add a simple centerpiece.

✓ **Remove tablecloths**

Makes spaces look dated.

✓ **Remove clutter from buffets or sideboards**

Minimal décor only.

⭐ SECTION 7 — OFFICE / BONUS ROOM PREP

✓ **Clear desks completely**

One laptop or one plant max.

✓ **Hide papers, mail, folders**

These show up even in wide shots.

✓ **Hide cables + extra electronics**

Use bins or place behind furniture.

⭐ SECTION 8 — LAUNDRY + MUDROOM PREP

✓ Clear surfaces

No detergents, cleaning products, baskets.

✓ Remove dirty laundry

Even clean laundry must be hidden.

✓ Remove pet supplies

Bowls, toys, litter items.

⭐ SECTION 9 — EXTERIOR PREP

✓ Mow + edge lawn

✓ Trim bushes + remove weeds

✓ Sweep porch, patio, driveway

✓ Remove:

- hoses
- tools
- toys
- trash cans
- deceased plants

✓ Clean or replace doormat

✓ Remove cars from driveway

Curb appeal begins here.

⭐ SECTION 10 — FINAL MOMENTS BEFORE PHOTOS

✓ Open all interior doors

Creates flow.

✓ Turn on every light

Even closets if visible.

✓ Check mirrors for reflections

Make sure photographer doesn't appear.

✓ Smooth bedding one more time

✓ Ensure no visible cords

✓ Ensure no pet items

✓ Hide phone chargers

✓ Fluff couch pillows

✓ Wipe kitchen sink

✓ Wipe bathroom counters

This transforms your home from "nice" to *model-home ready*.

⭐ KEY TAKEAWAY

Professional photography is the MOST impactful part of your home's online presence.

This checklist ensures buyers see:

- space
- light
- cleanliness
- order

- lifestyle
- value

Buyers fall in love with what they see online.
This is how you create that moment.