

SELLER PREPARATION TOOLKIT

The Listing Photo Prep Checklist

A room-by-room guide agents can send to sellers before photography day.

HOMESNAPP

Real estate media for Lake Hopatcong, Sussex County, Morris County and the Poconos.

Use it, share it, or add your own notes. This resource is designed to make listing preparation easier for agents and sellers.

Start with the five highest-impact moves

These tasks improve nearly every photograph and should be completed before the photographer arrives.

- [] Remove visible clutter from counters, tables, floors and open shelving.
- [] Turn on every working light and replace mismatched or burned-out bulbs.
- [] Open blinds and curtains unless the view should be intentionally concealed.
- [] Hide personal photos, medications, valuables and sensitive documents.
- [] Plan for people, pets and vehicles to be away from the property during the shoot.

Agent tip

Send this checklist 5 to 7 days before the appointment, then send the short reminder on the final page the evening before.

Kitchen and dining

- [] Clear countertops except for one or two simple decorative items.
- [] Remove dish racks, sponges, soap bottles, paper towels and trash cans.
- [] Empty the sink and remove refrigerator magnets, notes and calendars.
- [] Straighten chairs and place settings; remove high chairs when possible.

Living spaces

- [] Fluff pillows, fold throws and straighten rugs.
- [] Hide remotes, charging cables, pet beds, toys and portable fans.
- [] Turn televisions and computer monitors off.
- [] Open the fireplace screen and remove excess ash when safe.

Bedrooms and bathrooms

- [] Make every bed with smooth bedding and aligned pillows.
- [] Clear nightstands and dressers; hide laundry and personal products.
- [] Close toilet lids and remove bath mats, scales, plungers and wastebaskets.
- [] Polish mirrors and glass; hang fresh, matching towels.
- [] Remove shampoos and shower products from visible shelves.

Exterior and lake properties

- [] Move cars away from the driveway and front of the property.
- [] Hide trash bins, hoses, tools and seasonal decorations.
- [] Sweep patios and decks; arrange outdoor furniture and open umbrellas.
- [] Mow, rake or clear snow as seasonally appropriate.
- [] For lake homes, clear docks, secure watercraft and showcase safe access to the shoreline.

Final 30-minute walkthrough

- [] Turn on lights, lamps and under-cabinet lighting.
- [] Open interior doors; close closets unless they are a selling feature.
- [] Set ceiling fans to off so blades stay sharp in photographs.
- [] Confirm pets and occupants have a plan during photography.
- [] Leave special feature notes for the agent or photographer.

**Ready to
shoot?**

Book HomeSnapp photography, drone, video, floor plans and 3D tours at homesnapp.com.