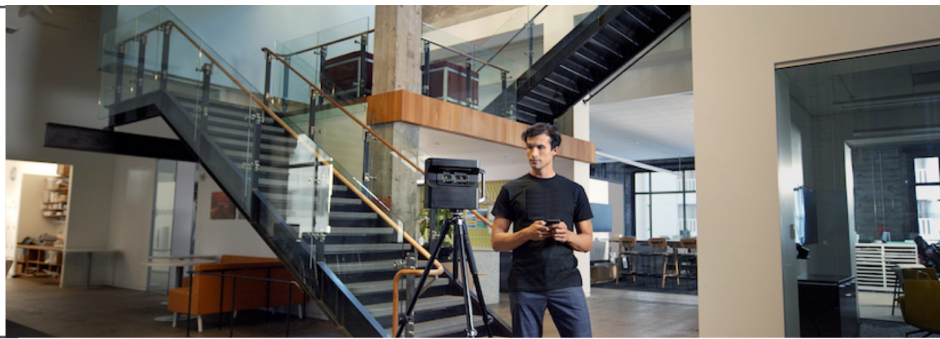


Commercial Pre-Shoot Checklist



CLEAN. DON'T JUST MOVE THINGS.

The purpose of your shoot is to give people “the next best thing to being here” experience of your location. Making a great first impression is an investment with a high rate of return. This means cleaning and decluttering (clutter makes spaces look smaller and less functional) from floor to ceiling, inside and out. If it’s not essential to your experience, put it away. Also, don’t display seasonal décor if you want to use your shots all-year long. Not all items listed below apply to all locations.

INTERIORS

- Remove personal items
- Open window shades, curtains
- Turn on all lights
- Remove non-essential items
- Clean windows
- Fresh flowers make a great impression
- Arrange furniture neatly
- Dust
- Clear tables
- Straighten all chairs
- Stage areas with appropriate items like tableware where people eat or a book on a coffee table. You’re going for the neat, but lived-in look

KITCHEN

- Clear off refrigerator
- Clear countertops completely
- Hide garbage cans in closet or pantry
- Put all dishes away
- Remove rags and sponges from sink
- Remove scatter rugs to show flooring

BEDROOMS

- Make beds
- Tuck in all sheets, straighten comforters
- Clear nightstands of items like remotes
- Hide computer/phone charging cables
- Remove clutter from tops of dressers
- Clean under bed, remove items that show

BATHROOMS

- Clear countertops completely
- Put toilet seats down
- Close cabinet doors
- Remove shampoo, soap, razors, etc. from showers and bathtubs unless they are a feature of your experience
- Leave out neatly arranged, clean or new towels
- Empty visible garbage cans

EXTERIORS

- Close all doors
- Remove cars from driveway and front of your location
- Clean up landscaping (mow, trim, rake)
- Remove visible water hoses
- Put trash bins in garage
- Clear snow from driveways, walks, and decks
- Clean deck furniture, tidy cushions
- Clean pool, remove cover and hoses
- Remove non-essential items

GREAT HIDING SPOTS

Closets, washers, dryers, cupboards, pantries, dishwasher, garages and sheds are great for hiding.

We are not responsible for any cleaning, dusting or moving furniture for liability reasons.