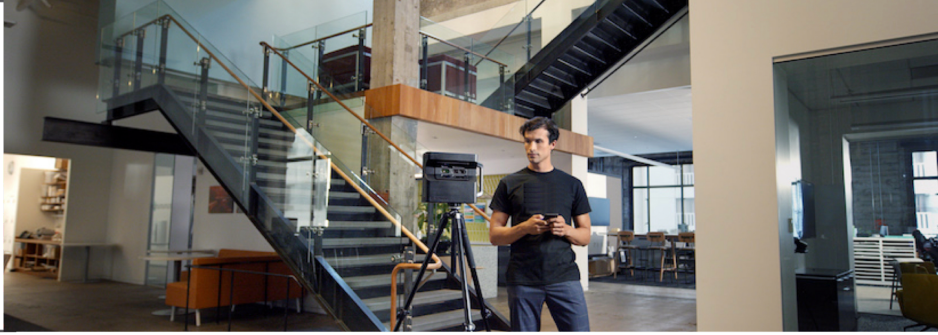




Commercial Pre-Shoot Checklist



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.

KITCHEN

- Clear off refrigerator
- Clear countertops completely
- Hide garbage cans in closet or pantry
- Put all dishes or silverware away
- Put away cleaning supplies

BATHROOMS

- Clear countertops completely
- Put toilet seats down
- Close cabinet doors
- Empty visible garbage cans

EXTERIORS

- Close all doors
- Remove cars from parking lot and front of your location
- Clean up landscaping (mow, trim, rake)
- Remove visible water hoses
- Put trash bins away
- Clear snow from parking lot, walks, and decks
- Remove non-essential items

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