CODY CALLAWAY PHOTOGRAPHY

Get Your Home Camera-Ready

THE GOAL

Aclean, bright, distraction-free home photographs better and helps buyers focus on the property - not the stuff inside it.

Photography + Video Prep Guide

BEFORE WE ARRIVE

Havethe homefully staged and ready so shoot time is spent creating the best images, not moving belongings.

QUICK RULE

FANSOFF • LIGHTS ON

BLINDS OPEN • CLUTTER AWAY

01 GENERAL PREP

- ☐ Declutter every room. Put away toys, paperwork, chargers, pet gear, and loose items.
- ☐ Hide personal items. Family photos, mail, medications, hygiene products, and valuables should be out of sight.
- ☐ Fans off, lights on. Turn on all working interior lights.
- ☐ Open curtains and blinds unless the view is distracting.
- ☐ Clear the driveway before exterior photos whenever possible.

02 KITCHEN

- ☐ Clear countertops; keep only simple, intentional decor.
- ☐ Hide trash and recycling bins.
- ☐ Remove dish racks, soap bottles, sponges, paper towels, and cleaning supplies.
- ☐ Wipe counters, sinks, appliances, and stainless steel.
- ☐ Clear magnets, papers, and clutter from the refrigerator.

03 LIVING AREAS

- ☐ Straighten furniture and decor.
- ☐ Remove remotes, cords, excess electronics, toys, and pet items.
- ☐ Fluff pillows and fold throws neatly.
- ☐ Clear coffee tables and side tables.
- ☐ Straighten rugs, chairs, and window coverings.

04 BEDROOMS

- ☐ Make every bed with smooth, tidy bedding.
- ☐ Clear nightstands except for a lamp or simple decor.
- ☐ Hide laundry, shoes, clothing, and personal items.
- ☐ Close closet doors unless the closet is being showcased.
- ☐ Remove pet beds, crates, and visible charging cables.

THE CAMERA SEES EVERYTHING.

Small distractionsbecome muchmore noticeable in a wide-angle real estate photo. Clear surfaces and intentional styling help rooms look larger, cleaner, and more valuable.

10-15 MINUTES EARLY

Finishprep before thescheduled appointment so the photographer can begin on time.

FINAL DETAILS

One Last Walkthrough

Walk the home exactly as a buyer will see it online.

05 BATHROOMS

- ☐ Remove toiletries, toothbrushes, razors, shampoo, soap bottles, and personal products.
- ☐ Close toilet lids.
- ☐ Clean mirrors, shower glass, counters, sinks, and fixtures.
- ☐ Use clean, matching towels if towels remain visible.
- ☐ Hide bath mats, scales, plungers, and trash cans when practical.

06 EXTERIOR + CURB APPEAL

- ☐ Clear the driveway of vehicles when possible.
- ☐ Store hoses, toys, tools, lawn equipment, and trash cans.
- ☐ Sweep the porch and tidy the entry.
- ☐ Make the yard and landscaping presentable.
- ☐ Position vehicles so license plates are not visible.

07 VIDEO PREP

- ☐ Everything should be ready before filming begins.
- ☐ Moving video is much harder to retouch than a still photo.
- ☐ Remove clutter, signs, cars, trash cans, pet items, soap bottles, and other distractions.
- ☐ Check mirrors, windows, and reflective surfaces for unwanted people or objects.
- ☐ Keep pathways clear so camera movement stays smooth.

08 5-MINUTE FINAL SWEEP

- ☐ Fans off and all working lights on.
- ☐ Curtains and blinds open.
- ☐ Counters, tables, floors, and visible surfaces clear.
- ☐ Beds made and toilet lids closed.
- ☐ Closet and cabinet doors shut.
- ☐ No distracting signs, cars, plates, trash cans, pet gear, or soap bottles in view.

MLS + PRIVACY

Keep agent/real-estate signs out of the camera view and avoid visible vehicle license plates in photos and video.

BEST RESULTS

If you are an agent helping a seller prepare, arrive a few minutes early and do a fast room-by-room sweep. Straightening one pillow, moving one trash can, or clearing one countertop can materially improve the finished marketing package.

CODY CALLAWAY PHOTOGRAPHY
Real Estate Photography • Video • Drone

PHOTOGRAPHY Cody Callaway PHOTOGRAPHY

codycallawayphotography.com
Professional media that helps properties stand out.