

The Listing-Ready Shot List & 90-Second Prep Checklist

Bring this to every shoot. It's the difference between a gallery agents rebook and one they quietly replace.

A · The 90-Second Walkthrough

Do this BEFORE you shoot a frame. Agents notice every one of these — they won't tell you, they'll just book someone cleaner.

Exterior

- ☐ Cars out of the driveway and off the curb out front
- ☐ Trash & recycling bins out of sight
- ☐ Hoses coiled, toys/tools put away, garage doors closed

Whole house

- ☐ All interior lights ON · ceiling fans OFF
- ☐ Blinds set evenly — match them room to room
- ☐ Pets, leashes, food bowls, litter boxes gone
- ☐ Personal photos, kids' art & fridge magnets cleared
- ☐ Cords, chargers and remotes hidden

Kitchen

- ☐ Counters cleared except one styled item
- ☐ Dish soap, sponges & towels off the sink
- ☐ Papers and magnets off the fridge

Bathrooms

- ☐ Toilet lids DOWN — every time
- ☐ Toiletries, brushes, razors put away
- ☐ Fresh towels straightened, trash cans hidden

Bedrooms

- ☐ Beds made, pillows straightened
- ☐ Floors clear, closet doors closed, nightstands to one item

Last check

- ☐ Check every mirror — you should NOT be in the shot
- ☐ Wipe smudges off stainless and glass

B · Ask the Agent First

The other side of the table: she's buying a faster sale, not 25 files. Three questions that make you the one she keeps.

1. "What's the #1 feature you want buyers to fall in love with?" Shoot that hero first, and best.
2. "Any rooms or angles to feature — or avoid?" The view, a reno, an awkward small room.
3. "When do you need these live?" Turnaround is the product. Promise it, hit it.

C · The Shot List

The gallery agents expect — in order. Shoot into the corner of every room for depth.

Exterior

- ☐ Front straight-on (verticals dead level)
- ☐ Front 3/4 angle — both sides if corner lot
- ☐ Backyard & outdoor living
- ☐ Standout features: pool, view, deck, firepit

Entry & flow

- ☐ Front door / entry
- ☐ Hallways connecting spaces (shoot into the corner)

Living areas

- ☐ Living room — two opposite corners
- ☐ Family / bonus room
- ☐ Fireplace or focal wall straight-on

Kitchen

- ☐ Wide from the corner
- ☐ Island / range hero
- ☐ One detail — faucet, backsplash, finishes

Dining

- ☐ Wide, showing the flow to kitchen & living

Primary suite

- ☐ Bedroom — two corners
- ☐ Ensuite bath, wide
- ☐ Walk-in closet

Other bedrooms & baths

- ☐ Each bedroom — 1–2 shots
- ☐ Each bathroom — one wide

Detail & lifestyle (your upsell shots)

- ☐ Laundry / mudroom
- ☐ Twilight exterior — premium add-on, pitch it
- ☐ Neighborhood / amenities if relevant

D · Before You Deliver

Don't lose the job on the handoff.

- ☐ Straight verticals across the entire set
- ☐ Matched exposure & white balance, shot to shot
- ☐ Windows pulled — no white blobs where a view should be
- ☐ Two sizes: large for print/flyers + MLS web (≈2048px long edge — check your MLS cap)
- ☐ Delivered by the time you promised. Every time.