



# PREPARING FOR YOUR UPCOMING PHOTO SHOOT

The photography on our website is most often a prospect's first impression of your property. Let's make it a great one! Below are some tips to help you prepare for your upcoming shoot. The better you prepare, the better the photos will be.

While virtual staging and some digital touch up can be done on photography after the fact, please note that these are not possible for virtual tours. We do our best to get it right the first time, but sometimes camera reflections in mirrors, etc. are unavoidable.

**Please read the sections that pertain to the scope of your shoot, prior to your shoot date:**

## **Building Exterior**

- Identify and inspect areas that show off your community best.
- Consider paint touch ups.
- Check that sidewalks in areas to be photographed are clean.
- Clean the monument sign and trim landscaping.
- Remove any balloons, A-frames, bandit signs etc. from the monument sign, entrances and other areas that will be photographed.
- Clean up any trash or debris.
- Politely request that affected residents clear patios/balconies of any items that might be distracting in photos.
- Communicate with landscapers about the shoot so they can adjust their schedules if necessary.
- If there is parking in front of anything that is going to be photographed, please cone off the area beforehand, to keep clear.

## **Interior Amenities and Leasing Office:**

- For amenities included in the shoot, send communications to residents and post signs stating the amenities will be closed for the duration of the shoot.
- Arrange furniture, accessories and fitness equipment. Remove any broken or badly damaged items.
- Throw away any trash or debris.
- Removed clutter, files, supplies and personal items from office desks and credenzas.
- Ensure carpets and rugs are vacuumed.
- Wipe down all surfaces, including countertops, table tops, fitness equipment and appliances.
- Clean glass doors, windows and mirrors.
- Temporarily remove all flyers, collateral and free-standing signage.
- Check lighting. Replace any bulbs that are burnt out.
- Fully stock refreshment stations.

## **Interior Amenities and Leasing Office**

- For amenities included in the shoot, send communications to residents and post signs stating the amenities will be closed for the duration of the shoot.
- Line up and straighten outdoor furniture.
- Remove any broken furniture.
- Ensure cushions and pillows are clean and any stained items are removed.
- Check that decks, sport courts, playgrounds, dog parks and concrete areas are clean and clear.
- Check trash cans are empty.
- Remove leaves from pools, spas and fountains.
- Open outdoor umbrellas. Remove any that are stained, overly faded, broken or torn.
- Wipe down all surfaces, including countertops, table tops and BBQ exteriors.
- Politely request that affected residents clear patios/balconies of any items that might be distracting in photos.
- Check that nets on tennis courts, basketball hoops etc. are not torn or loose.
- Check lighting. Replace any bulbs that are burnt out.
- If there is parking in front of anything that is going to be photographed, please cone off the area beforehand, to keep clear.

## **Models and Vacant Apartments:**

- Check that all areas are clean, polished, swept, dusted and vacuumed.
- Wipe down all surfaces, including appliances, sinks, cabinets and fireplaces.
- Temporarily remove all flyers, collateral and free-standing signage.
- Clean and sweep patios and balconies.
- If you have one, set up your Model Out of the Box.
- If apartment is staged: fluff and straighten all bedding, pillows, cushions, etc.