Real Estate Media Preparation Checklist

A concise guide for sellers, agents, brokers, and property managers. Complete preparation before the appointment so photography, video, 3D tours, drone imagery, and floor plans can be captured efficiently.

MEDIA-DAY RULE	**Lights ON.** Fans OFF for photos and 3D tours, ON for video. Blinds and curtains even. Trash cans hidden. Driveway and front view clear. Pets secured or removed.

Prepare Before Arrival

Clean, Declutter, and Stage

- Finish cleaning, staging, repairs, lawn work, pool service, and vendor work before the appointment.
- Clear countertops, tables, desks, floors, and open shelving. Hide cords, chargers, bins, shoes, toys, laundry, dishes, and cleaning supplies.
- Remove mail, paperwork, medication, valuables, firearms, family information, and other sensitive items.
- Turn on every interior light. Replace burned-out bulbs and use consistent bulb colors when possible.
- Keep fan switches and remotes accessible: fans OFF for photos and 3D tours, ON for video.

Set the Property for Capture

- Straighten furniture, bedding, pillows, rugs, curtains, blinds, and decor.
- Secure or remove pets. Hide bowls, litter boxes, crates, beds, toys, and waste.
- Remove or fully hide all indoor and outdoor trash cans, recycling bins, and bags.
- Open doors to included spaces and close doors to areas that should not be captured.
- Ask occupants to leave capture areas. An empty property is strongly preferred for video and 3D tours.

Kitchen and Bathrooms

- Clear counters of dishes, food, small appliances, toiletries, medicines, and cleaning products.
- Clean sinks, faucets, mirrors, shower glass, tubs, appliances, backsplashes, and cabinet fronts.
- Remove refrigerator magnets, papers, sponges, soap, floor mats, scales, plungers, and toilet brushes.
- Close toilet lids, cabinets, drawers, pantry doors, and appliance doors.
- Hang towels neatly or remove them; clear bottles from tubs and showers.

Bedrooms, Living Areas, and Flex Spaces

- Make every bed and smooth wrinkles in bedding and pillows.
- Remove laundry, baskets, shoes, toys, bags, and items stored under furniture.
- Clear nightstands and dressers except for simple, intentional decor.
- Straighten couches, chairs, tables, shelves, rugs, pillows, and window treatments.
- In offices and flex rooms, hide paperwork, cables, monitors, boxes, and personal information.

Coverage: what to prepare

Garages, closets, and hallways are typically not photographed unless they have unique features or have been converted into a special-use space. Prepare these areas only when included in your agreed photography coverage.

Temporary storage: You may place clutter in areas that will not be photographed, provided it does not block access or create a hazard.

Floor plans and 3D tours: Access to these areas may still be needed when included in your booked service. Confirm coverage before using them for storage.

Exterior and Specialty Media

Exterior and Curb Appeal

- Move vehicles out of the driveway and away from the front curb and front elevation.
- Hide curbside trash cans and recycling bins from every capture angle.
- Cut grass, edge walkways, blow leaves, sweep porches, and remove yard debris.
- Hide hoses, tools, toys, signs, sports equipment, trailers, boats, and loose items.
- Clean and arrange porches, patios, decks, pools, outdoor furniture, and entry areas.

Special Features and Drone

- Unlock gates and specialty structures included in your booked coverage.
- Prepare unique or converted spaces only when agreed for photography. Keep lights and walking paths clear.
- Stage pools, docks, fire pits, outdoor kitchens, and other booked features.
- Keep switches, timers, keys, gate controls, and feature remotes accessible.
- Drone coverage depends on weather, airspace, wind, rain, and safe operating conditions.

Video and Reels

- Clear continuous walking paths through rooms, halls, stairs, patios, and outdoor spaces.
- Turn on all interior lights and ceiling fans. Keep each fan at a consistent speed during filming.
- Remove moving distractions, cords, shoes, laundry, small bins, and loose items.
- Keep people, pets, and vehicles out of filming paths unless intentionally included.
- Request agent on-camera segments, scripted introductions, or voiceovers before the session.

3D Tours

- Prepare every included room before scanning begins; clutter cannot be hidden between viewpoints.
- Turn on all lights, turn ceiling fans OFF, and keep lighting and window settings consistent.
- Open doors to spaces included in the tour; close doors to excluded areas.
- Remove people, pets, valuables, sensitive information, and personal items from scan paths and reflections.
- Allow uninterrupted access to prevent alignment and visibility problems.

Floor Plans

- Provide access to all rooms, closets, garages, basements, utility rooms, and detached spaces included.
- Remove obstacles blocking entrances, corners, stairs, walls, and measurement paths.
- Tell Mainsight Visuals which rooms, closets, levels, or detached spaces should be excluded.
- Secure pets so measurement and media capture can continue safely.
- Marketing floor plans are not official architectural, appraisal, or boundary documents.

Twilight or Evening Media

- Turn on interior, exterior, porch, landscape, pool, string, and feature lighting.
- Prepare fireplaces, fire pits, pools, patios, seating, and outdoor features in advance.
- Clear vehicles and trash bins from the driveway, curb, and front elevation.
- Be ready early because the natural twilight window is limited.
- Provide access to timers, switches, gates, and remotes for special lighting and features.

Access, Safety, and Final Check

Access and Communication

- Provide the address, gate code, lockbox details, alarm instructions, parking notes, and access information before the appointment.
- Confirm who can approve access, feature operation, exclusions, or special requests if questions arise.
- Submit priority shots and important feature requests before or at the start of the session.
- Disclose pets, tenants, restricted areas, construction, wet floors, hazards, and safety concerns in advance.
- Make every space and feature in the agreed coverage accessible and ready.

Arrival, Parking, and Scheduling

- If the agent attends, do not park in the driveway or directly in front of the property. Park farther down the street or outside every capture angle.
- Move occupant and visitor vehicles away from the property before the scheduled start time.
- Do not schedule cleaners, landscapers, movers, contractors, or other vendors during the media appointment.
- Keep occupants, pets, and unnecessary visitors out of active capture areas.
- Cleaning, staging, repairs, and moving heavy or fragile objects must be completed before arrival.

Final 10-Minute Checklist

- All lights are ON
- Fans OFF for photos and 3D tours
- Fans ON for video
- Blinds and curtains are even
- Beds are made and counters are clear
- Toilet lids are closed
- Indoor and outdoor trash cans are hidden
- Driveway and front elevation are clear
- Agent and occupant vehicles are parked away
- People, pets, and pet items are removed
- Booked outdoor areas and features are ready
- Gate codes and access details are provided

IMPORTANT NOTE

Mainsight Visuals delivers clean, professional, true-to-life media. Post-production polishes the presentation but should not replace cleaning, staging, repairs, or major item removal, and it should not misrepresent the property.

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Prepared for Mainsight Visuals clients. Service availability, final media count, delivery time, travel fees, and editing options may vary by booking and property needs.