



Photo Shoot Prep Guide

A Complete Pre-Shoot Checklist



**Prepare your property for a successful photo shoot
with one of our photographers!**

This guide will cover how to prepare interior and exterior spaces, including a printable checklist to help you walk through the steps.

Preparing For an Interior Photo Shoot

Close Common Areas

Send notice to all residents stating the times that the common areas will be closed for the shoot. Ask them to clear their balconies of any equipment, debris, etc. Place a notice up on each amenity space that will be temporarily closed.

Remove Clutter

Clear lobby tables and countertops of loose papers, and cards, erase all whiteboards and remove post-it notes and other items.

Hide Cords

Cords, wires, or plugs should not be visible. If necessary, unplug items like fans, microwaves, phones, cables, etc.

Dust All Surfaces

Dust particles can be reflected in the light and show up in photographed images, so be sure to open a window or two to allow for fresh air to circulate once dusting is complete.

Clean Stains

Pay attention to everything from floor to ceiling. A photograph and especially a 360 virtual tour will capture even something small.

Working Light Bulbs

Please make sure all light bulbs work and are the same color.

Auto-Lights

Please work with maintenance to make sure all auto-lights are set to remain on during the photo shoot. Lights that turn off automatically in the middle of a photo shoot can affect photos or require the photographer to stop the photo shoot momentarily.

Straighten Decor

Make sure everything is straight from wall art to lamp shades, and that pillows are vibrant, fluffed, and positioned accordingly.

Remove All Seasonal Decor

Items like Christmas lights, and holiday decorations will date the photos.

Clean & Prep Windows

Make sure the glass is crystal clear and drapes/blinds are consistently pulled or consistently drawn in each room. If pulled, ensure you're pleased with the outside view because it will show, especially in a virtual tour. If drawn, make sure drapes are freshly pressed, blinds are dusted and any visible ties, cords, rods, etc, are not left askew.

Bathroom

Toilet seats should be down and shower curtains pulled back to highlight tubs. Remove excess soap or bathroom products if applicable.

Fitness Center

Arrange the fitness center with all weights on racks and fitness balls neatly stacked or arranged in corners of the room. Ensure towels are stacked neatly.

TVs and Monitors

Please make sure they are all off or all have what you would like to have displayed on the screens. (logos, website, etc.)

Ceiling Fans

Please make sure all ceiling fans around the property remain off during a shoot.

Fireplace

Please make sure fireplaces are working, clean, and ON during a shoot.

Paint

Make sure the paint is consistent on the walls.



Preparing For An Exterior Photo Shoot

Move Cars Out of Sight

Don't let cars and trucks block the view of your building. If your parking lot is in front of the building, mark it off for a short period of time or organize a valet system.

Clear Debris

Remove trash cans, gardening tools, etc. from sight. Clear debris from the yard, garden, walking paths, and/or parking lot. Hide items like hoses or close visible shed doors, sweep away dirt (especially near grills) and make sure all garden and lawn areas are freshly manicured.

Prepare Landscaping

Landscaping should be updated and/or maintained prior to the photo shoot, including power-washing walkways and pool decks.

Clean Common Areas

If lawn/pool furniture is available, push in all chairs and make sure all chaise lunges are uniformly displayed with clean, matching cushions and/or umbrellas. Umbrellas should be open. The pool should be clear of all debris.

Clean Windows

Windows outside are vitally important to getting great exterior shots. Maintain the same consistency you did indoors by ensuring all drapes/blinds look the same for any that are visible from the outside (ex. If shooting in the evening, make sure all lights are on inside the room of each visible window - the key is consistency).

Flowers

Consider purchasing flowers for tables (both indoor and outdoor).





The Key to a Successful Photo Shoot

Quick Tips to Get Your Property Ready

One of the key steps to a successful photoshoot and producing amazing photographs is preparation.

- Keep consistency in mind
- Declutter, dust, and remove obstructions
- Remove seasonal decor
- Have a property manager walk with the photographer to ensure no angles or shots are missed

For questions and clarifications, please call Jennifer Alesse at 847-440-2213. You may also send your questions to jalesse@lcpmedia.com

Photo Shoot Checklist

We've created an optional checklist that you may print and complete to make sure your space is ready.

Interior Checklist

- Notify all staff and residents/block of amenities
- All lights on & check that all bulbs are working
- Windows, carpet, and mirrors are cleaned
- Chairs positioned and organized
- Tables are set
- Counters and tables are decluttered
- Visible areas clear of stray items (carts, walkers, sights, etc.)
- Move garbage bins out of view

Exterior Checklist

- Main entrance/driveways clear of obstruction
- Outside patio furniture positioned
- Stray items cleaned up
- Foliage and landscaping updated and cleaned
- Walkways & pool decks power-washed

**Your property may have more areas to prep not listed above*