



PHOENIX REAL ESTATE PHOTOGRAPHY

Preparing Your Vacation Rental For A Professional Photo Shoot

For vacation rentals we generally take two types of photographs: 1) overall wide shots of each room and outdoor space to give potential renters an overview of the space they will be staying in and 2) detail vignette shots of the amenities you offer and things that set your rental apart. The vacation rental market is crowded, together we can make your photos pop and capture travelers' eyes.

Two things to keep in mind as you prepare the home for photography:

1. The goal is to show off the home's best features and what sets your property apart from the countless other options out there.
2. High quality photography will show the home exactly as it is. Some minor flaws and dirt can be corrected in post-processing, but if you can see it, the camera will pick it up in the photographs.

General Prep Work:

- Think about how you want the home to look at the time a guest checks in and aim to have everything in that condition for the photo shoot.
- Replace all burnt out light bulbs both inside and outside the house. Keep all the bulbs within a room the same type (LED, incandescent) and color cast (warm, cool).

Home Exterior:

- Remove all cars, boats, RVs, motorcycles etc. from the driveways.
- Move garbage and recycling cans out of sight.
- Remove all garden tools, hoses, and clutter.
- Mow the grass, rake up leaves and debris, pull weeds and remove any dead vegetation.
- Place fresh flowers or plants in empty planters and pots to show the attention to detail you have put into your property. If time doesn't permit, remove all empty pots.
- Sweep driveways, sidewalks and patios.

- Set up any outdoor games or activities you make available to guests.
- Set up outdoor dining spaces and BBQ areas as a guest might use them complete with dishes, drinks, grill tools, etc.

Swimming Pools and Spas:

- Make sure it is clean. Sweep dirt off the bottom and skim off the debris floating on top.
- Remove the pool sweep and floating chlorine dispenser.
- Straighten lounge chairs, put away cleaning tools, and set up the patio umbrella if you have.
- Turn on pool lights, waterfalls and spa bubbles.
- If you offer them to your guests, roll up some pool towels and place them on the chairs.
- If you have them available to guests, have pool floats blown up and ready for the photographer to use in shots.
- Have a bottle of wine and glasses or a pitcher of lemonade available to be staged into some shots.
- If there are fire features make sure they are ready to be turned on.

Living & Family Room:

- Fluff pillows, straighten cushions and throws, arrange decor and books neatly.
- Conceal exposed cables and cords as best you can.
- Dust and vacuum. Dust will show in a photograph.
- Wash any glass surfaces including table tops, cabinet doors and windows. Smudges and dirt on glass will be noticeable in the photographs.
- Have some props such as books, a bottle of wine, coffee cups ready for the photographer to use.

Bedrooms:

- Make the beds neatly, straighten the bedspread and pillows.
- Conceal exposed cables and cords as best you can.
- Make sure any special amenities you offer such as charging stations, extra blankets, bath robes, and the like are prepped and ready for the photographer to use in shots.
- Dust and vacuum.

Kitchen:

- Set up a coffee station with mugs, napkins, coffee, creamer, etc.
- A cheese board, pitcher of lemonade, bottle of wine with glasses and the like can really make a photo stand out and present a welcoming home.
- Clean the major appliances – refrigerator, oven, stove top, range hood, and dishwasher.
- Wipe down the countertops.

Move trash cans out of sight.

Dining Room:

Dust the furniture and vacuum the floors.

Set the table to showcase the dinnerware and flatware available to renters.

A centerpiece of flowers is a very nice touch.

Bathrooms:

Arrange toiletry amenities you may offer nicely.

Remove any toilet brushes, plungers and any unsightly day-to-day items so that they are not visible in photos.

Make sure towels are folded neatly and are straight.

Close the lid on the toilets.

Mirrors and shower doors must be clean.

Odds and Ends:

Turn on all the lights, inside and out.

Turn **off** the ceiling fans.

Open the blinds, shades and curtains.