



# Photo Shoot Prep Guide

A Complete Pre-Shoot Checklist

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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

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**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, cards, erase all white boards, 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 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. Even something small will be captured in a photograph and especially a 360 virtual tour.

**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 being taken or require the photographer to stop the photo shoot momentarily.

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

**Remove All Seasonal Décor** – 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, make sure 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 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. (logo, 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 paint is consistent on all walls.





# Preparing for an Exterior Photo Shoot

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**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 yard, garden, walking paths and/or parking lot, hide items like hoses or close visible shed doors, sweep away any 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 lounges are uniformly displayed with clean, matching cushions and/or umbrellas. Umbrellas should be open. 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

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### 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@LCP360.com](mailto:jalesse@LCP360.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

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- ☐ NOTIFY ALL STAFF & RESIDENTS / BLOCK OFF AMENITIES
- ☐ ALL LIGHTS ON & CHECK THAT ALL BULBS ARE WORKING
- ☐ WINDOWS, CARPETS, AND MIRRORS ARE CLEANED
- ☐ CHAIRS POSITIONED AND ORGANIZED
- ☐ TABLES ARE SET
- ☐ COUNTERS AND TABLES ARE DECLUTTERED
- ☐ VISIBLE AREAS CLEAR OF STRAY ITEMS (CARTS, WALKERS, SIGNS, ETC.)
- ☐ MOVE GARBAGE BINS OUT OF VIEW

## Exterior Checklist

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- ☐ 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.*