

CHECKLIST FOR OWNERS AND HOSTS

Property Photography Guide

A few hours of preparation makes an enormous difference to how your property looks online. Work through this checklist before your shoot.

Before we start: the whole property

- ☐ Clean windows: they let in more light and make the views shine.
- ☐ Straighten every picture frame. The camera notices what the eye forgives.
- ☐ Put away the everyday clutter: magazines, keys in doors, remote controls, chargers, no-smoking signs and ashtrays.
- ☐ Pets out of the way for the duration of the shoot.
- ☐ Switch on every light and check the globes. A single blown bulb shows up in a photograph, and warm lights make a room feel inviting.

Bathrooms

A spotless bathroom tells guests everything about how well a property is cared for.

- ☐ Remove all personal products, face cloths, sponges and laundry.
- ☐ Put out fresh, clean towels.
- ☐ Dry the floor and wipe down basins, taps and mirrors.
- ☐ If you supply your own branded toiletries, display them neatly.

Bedrooms

Bedrooms are where guests imagine themselves staying, so they need to feel fresh and restful.

- ☐ Clean, ironed linen on every bed, as crease-free as possible.
- ☐ Arrange pillows, cushions and scatters the way you'd like guests to find them.
- ☐ Check that every light works, and straighten the bedside lamps.
- ☐ Hide bins and laundry baskets.
- ☐ Switch off the television.

Lounge, dining room and kitchen

- ☐ Fluff the cushions and straighten the couches.
- ☐ Hide electrical cords wherever possible.
- ☐ Kitchen counters: keep them clear, except for appliances or a few decorative pieces.
- ☐ Fridge magnets, photos and personal items: move them out of sight for the shoot.
- ☐ Dining table: setting it with a tablecloth, plates and candles is optional, but it looks wonderful and helps guests picture themselves there.

Outdoors and the pool area

Outdoor spaces sell the holiday, especially on the South Coast.

- ☐ Pool: clean and free of leaves, with the automatic pool cleaner, nets and covers removed. Make sure the pool light works.
- ☐ Hose down the walkways around the pool about two hours before the shoot, so they're clean but dry.
- ☐ Loungers: cushions or covers on, with fresh towels if you have them. Open any umbrellas.
- ☐ Braai area: clean and tidy.
- ☐ Garden: grass cut, hedges trimmed and the driveway swept.
- ☐ Garden lights: on and working, especially if we're photographing at dusk.
- ☐ Out of sight: pool equipment, garden tools, rubble and dustbins.

On the day

Plan to have everything ready before I arrive, so we can make the most of the light. I'll work through the property room by room, and I'll often make small adjustments as I go, like moving a chair or straightening a cushion, to get each image just right.

Well-prepared properties photograph beautifully, and beautiful photographs fill calendars.

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