

PROPERTY PREPARATION CHECKLIST

Photography • Video • Drone • 3D Tours • Floor Plans • Twilight

READY BEFORE ARRIVAL: Cleaning, staging, repairs, landscaping, access and lighting should be completed before the media team arrives so the appointment can focus on media creation.

BEFORE THE APPOINTMENT

24 HOURS BEFORE	Finish cleaning, repairs, landscaping, pool service and pressure washing early enough that surfaces are dry and orderly.
30-45 MIN BEFORE	Secure pets, move vehicles, clear counters, confirm access and complete all staging before arrival.
FINAL WALK	Lights on, fans off, curtains even, beds fluffed, driveway clear and pool / outdoor areas ready.

60-SECOND FINAL CHECK

☐ All lights ON	☐ Ceiling fans OFF
☐ Curtains / blinds EVEN	☐ Beds made & pillows fluffed
☐ No cords or clutter visible	☐ Driveway empty
☐ Pool clean & ready	☐ Pets removed or secured

INTERIOR - DECLUTTER & PRESENTATION

- ☐ Remove daily clutter from rooms and surfaces; clear counters, nightstands, tubs and showers.
- ☐ Hide personal / sensitive items, including family photos and political or religious decor.
- ☐ Put away garbage cans, paper towels, mail, chargers, remotes and loose papers.
- ☐ Remove or secure pets; hide toys, bowls, beds and litter boxes.
- ☐ Hide cords, routers and modems whenever possible.
- ☐ Turn OFF ceiling fans and air diffusers.

CLEAN & TIDY

- ☐ Clean windows, mirrors and glass until streak-free.
- ☐ Sweep, mop and vacuum floors; dust vents, fans, baseboards and light fixtures.
- ☐ Remove fingerprints from stainless steel and glossy surfaces.
- ☐ Close toilet lids; hide toiletries, cleaning supplies and visible trash bins.
- ☐ Keep kitchen counters mostly clear; leave only intentional decor.

VISIBLE REPAIRS

- ☐ Repair holes, chipped paint, cracked tiles, leaks and other visible defects.
- ☐ Replace missing outlet covers / switch plates and burned-out bulbs.

ACCURACY: We do not digitally remove damage when doing so would misrepresent the condition of the property.

LIGHTING & WINDOWS

- ☐ Open curtains and blinds evenly for natural light.
- ☐ Replace burned-out bulbs with daylight bulbs; 6,000K preferred when possible.
- ☐ Turn ON all interior lights unless instructed otherwise.
- ☐ Turn OFF TVs and monitors to prevent color casts.
- ☐ Adjust or remove window screens if they noticeably block light.

EXTERIOR & CURB APPEAL

- ☐ Move vehicles, bikes, scooters and toys off-site or down the street.
- ☐ Mow and edge lawns; sweep leaves; hide hoses, tools and outdoor clutter.
- ☐ Skim pool water; remove pool vacuums, hoses and floats.
- ☐ Arrange patio furniture neatly; uncover grills and fire pits.
- ☐ Open umbrellas if weather permits; add simple curb-appeal plants if appropriate.
- ☐ Complete landscaping, pressure washing and pool service at least one day prior.
- ☐ Hide trash bins the night before and remove pet waste.

TWILIGHT SHOOTS

- ☐ Turn ON all interior / exterior lights, pool lights, string lights and requested features.
- ☐ Have fire pits, tiki torches and other features ON and working 30 minutes before arrival.
- ☐ Verify timers and pool lights are working and set to the preferred color.

TWILIGHT TIMING IS CRITICAL: Locate switches, pool-light controls and fire-feature ignitions before the photographer arrives. Once the light window passes, it cannot be recreated during the same appointment.

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LOGISTICS & ACCESS

- ☐ Have the property fully ready 30-45 minutes before the appointment.
- ☐ Provide gate codes, entry / lockbox instructions and parking details in advance.
- ☐ Secure pets and alert Pinnacle to hazards such as construction or wet floors.
- ☐ Provide access to every area included in the ordered media.
- ☐ Arrival time may vary slightly due to traffic or weather.

VACATION RENTALS / SHORT-TERM RENTALS

- ☐ Prepare the property as if guests will arrive in five minutes.
- ☐ Stage towels, bedding, coffee stations and welcome materials neatly.
- ☐ Hide cleaning products, spare linens, supplies and operational clutter.
- ☐ Make appliances, counters, bathrooms and guest-facing surfaces spotless.

COMMERCIAL & HOSPITALITY

- ☐ Confirm signage, branding and exterior lighting are clean, visible and working.
- ☐ Remove carts, staff bins, delivery boxes and operational clutter.
- ☐ Align chairs, tables, umbrellas and furniture evenly.
- ☐ Clean windows, mirrors and reflective surfaces.
- ☐ Arrange decor, menus and table settings to match brand standards.
- ☐ Ensure restrooms, lobbies, gyms and common areas are spotless.
- ☐ Notify staff of shoot times and arrange access to restricted areas.

REALTOR TIP

Send this checklist to the seller or property manager as soon as the appointment is scheduled. Preparation should be completed before the photographer arrives - not during the appointment.

FINAL REALTOR WALK-THROUGH

- ☐ All requested rooms and exterior areas are accessible.
- ☐ Lights are on; ceiling fans, TVs and monitors are off.
- ☐ Beds, towels, pillows and furniture are presentation-ready.
- ☐ Driveway and curb areas are free of vehicles and clutter.
- ☐ Pool / spa and outdoor living areas are clean and staged.
- ☐ Pets and pet items are removed or secured.
- ☐ Gate / entry instructions have been sent to Pinnacle.
- ☐ Twilight controls / fire features are tested if applicable.

IF THE PROPERTY IS NOT READY: The appointment may need to be rescheduled or require a return visit, which may incur additional fees. Completing preparation in advance protects the shoot schedule and the quality of the final media.

FINAL PROPERTY DETAILS

PROPERTY: _____

SHOOT DATE: _____

PREPARED BY: _____

QUESTIONS BEFORE THE APPOINTMENT?

Call 1-800-557-3005. Client Services is available 8 AM-8 PM, seven days a week.

SAVE / SHARE THIS CHECKLIST

Keep a copy with the appointment confirmation and send it to the seller, property manager or onsite contact so everyone is working from the same preparation standard.