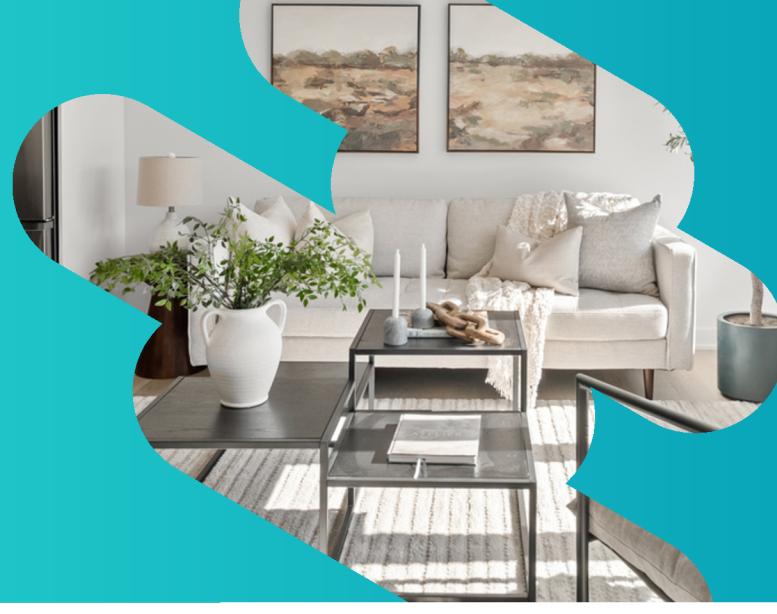


MEDIA DAY PREP LIST

LISTING AGENT GUIDE



Inside
Out
Media

We're excited to help showcase your listing!

Here's a complementary checklist to help you prepare the space to look its absolute best and ensure that the appointment goes smoothly for everyone involved.

Timing & Scheduling

- All cleaning, staging, and landscaping should be complete **at least 90 minutes before** the appointment. Please confirm this with the homeowner / tenant / other service providers involved
- **Please arrive 20-30 minutes early** to ensure the home & final touches are photo-ready.
- Please notify homeowners that they should vacate the property for the duration of the shoot.
- If it's absolutely necessary for someone to remain on-site, ask that they remain in one room of the home, that room can be photographed last

Access & Coordination

- **Provide clear entry instructions and confirm lockbox arrangements 12 hours before**
- Confirm whether any rooms or features should be excluded.
- **If pets are present, ensure they are secured or off-site.**
- **Confirm access to all areas being photographed** (including basements, garages, sheds, balconies).

Note: Vehicles left in the driveway are not easy to remove digitally, editing fees will apply.

Curb Appeal (First Impressions Matter!)

- Arrange for **all vehicles to be off the driveway** and parked away from the home. Garage doors should be closed.
- **Garbage bins hidden** - plan for pickup beforehand if possible or move bins to a neighbour's yard
- Landscaping tidy - grass mowed, leaves and debris removed, hedges and low hanging branches trimmed.
- Outdoor spaces (porches, patios, balconies) cleared of tools, toys, sports equipment, hoses, etc.

Interior Styling & Readiness

- **Lighting:** All lights on (including accent and under-cabinet). Replace burned out bulbs, match colour temperature where possible. (Preference for light bulb temperature is 3500-4000K. Under 3000K bulbs should be swapped out)
- **Windows:** Open blinds/curtains for maximum light; clean glass if streaky - windows can't be Photoshopped!
- **Personal Items:** Photos, toiletries, laundry, cords, paperwork, and valuables stored out of sight.
- **Clutter:** Ensure no "room shuffling" during the shoot - items should be hidden in closets, storage rooms, or garages **before** the media team arrives!

Room-by-Room Essentials

Kitchen

- Clear countertops of all food, dishes, and most appliances (one or two decorative items is fine).
- Hide paper towels, dish soap, sponges, garbage bins, and pet bowls.
- Wipe all surfaces and backsplash.
- 1 Neutral or no kitchen towels.

Living/Family Room

- Clear coffee/end tables (keep decor simple).
- Fluff pillows, hide blankets.
- Turn off TV, hide remotes and visible cables.
- Remove toys and baby gear.

Dining Area

- Table cleared and wiped, chairs pushed in evenly.
- Simple centrepiece optional.
- Dust lighting fixtures.

Bedrooms

- Beds neatly made with neutral bedding if possible.
- Add throw pillows for styling.
- 4 Pillows + throws per bed suggested
- Clear dressers and nightstands.
- Hide hampers, garbage bins, and tissue boxes.
- Tidy closets if they'll be photographed.

Bathrooms

- Counters, mirrors, sinks, and glass shower doors cleaned.
- All toiletries, floor mats, and toilet brushes stored away.
- Hang clean, neutral towels (white preferred).
- Hide extra toilet paper.

Office/Workspace

- Hide papers, mail, sensitive documents.
- Turn off monitors, store laptops/tablets.
- Neatly bundle or hide cords.

If you don't want it in the photos—hide it!

On the day of the shoot, **arrive 20-30 minutes early** to ensure the home is photo-ready.

Our photographers cannot move personal items or furniture.

Avoid shifting items room to room, or "room shuffling", as the media team shoots. Hide those items ahead of time in closets, storage rooms, garage, etc.

Photoshop requests (such as object removal) may result in an additional cost.