



WWW.THIRDEYEPHOTOGRAPHYLLC.COM

LIKE ON FACEBOOK: "THIRD EYE PHOTOGRAPHY LLC"

- Your Real Estate Photo Shoot -

WHAT TO EXPECT

HELLO, MY NAME IS RYAN NADLER, FOUNDER/OWNER OF THIRD EYE PHOTOGRAPHY LLC, AND I WILL BE THE PHOTOGRAPHER FOR YOUR REAL ESTATE PHOTO SHOOT. I WANT THESE PHOTOS OF YOUR HOME TO BE THE VERY BEST THEY CAN BE. THIS REQUIRES TEAMWORK AND COOPERATION BETWEEN US THAT WILL RESULT IN AN OUTSTANDING ONLINE PRESENCE WHEN YOUR HOME GOES LIVE ON THE MARKET. THINK ABOUT PREPARING YOUR HOME FOR THIS PHOTO SHOOT AS YOU WOULD AN OPEN HOUSE. PUT YOURSELF IN THE POTENTIAL BUYER'S SHOES AND KNOW THAT THEY WILL BE PAYING VERY CLOSE ATTENTION TO DETAIL. THESE PHOTOS WILL BE THE FIRST THING THAT A BUYER SEES! LET'S MAKE THIS FIRST IMPRESSION COUNT!

THE TIME IT TAKES TO PHOTOGRAPH YOUR PROPERTY IS GENERALLY RIGHT AROUND ONE HOUR. I WILL PHOTOGRAPH ALL MAJOR ROOMS, ALL BATHROOMS, ALL BEDROOMS, FINISHED BASEMENTS, FRONT, REAR, AND SIDES OF THE OUTSIDE STRUCTURE(S). I DO NOT SHOOT UNFINISHED AREAS, CLOSETS, DAMAGED AREAS, GARAGES OR ROOMS WITH EXCESSIVE CLUTTER UNLESS SPECIFICALLY ASKED TO DO SO.

I MAKE EVERY EFFORT POSSIBLE TO PHOTOGRAPH YOUR PROPERTY SO IT WILL SHOW THE BEST TO PROSPECTIVE BUYERS AND BUYER'S AGENTS. ALTHOUGH I WOULD LOVE TO HELP YOU STYLE/DESIGN YOUR HOME, I UNFORTUNATELY DO NOT HAVE THE SKILL SET REQUIRED TO DO SO. WHEN I ARRIVE TO TAKE PHOTOS OF YOUR PROPERTY, I ASK THAT ALL STAGING AND CLEANING BE DONE PRIOR TO MY ARRIVAL. I WILL MAKE SMALL ADJUSTMENTS TO THINGS THAT CATCH MY EYE. A FEW MINUTES ON THIS CHECK LIST CAN MAKE A DRAMATIC DIFFERENCE IN THE QUALITY OF MY PHOTOS THAT WILL REPRESENT YOUR PROPERTY.

I SINCERELY APPRECIATE YOUR COOPERATION IN HELPING ME PROVIDE YOU WITH A SUPERIOR PRESENTATION OF YOUR PROPERTY. IF YOU HAVE ANY QUESTIONS, PLEASE CONSULT YOUR LISTING AGENT(S).

THANK YOU!!

PreShoot Checklist

Definition: DE-CLUTTER EVERYWHERE!! Less is BETTER!!

GENERAL

- THOROUGHLY CLEAN HOME (DUST, VACUUM, MOP, CLEAN WINDOWS).
- TURN ALL OVERHEAD LIGHTS, LAMPS, CABINET LIGHTING **ON**.
- REPLACE ALL BURNED OUT LIGHT BULBS.
- USE BULBS OF THE SAME TEMPERATURE (**ALL INCANDESCENT PREFERRED**).
- TURN ALL CEILING FANS **OFF**.
- TURN ALL TVs AND COMPUTER MONITORS **OFF**.
- OPEN WINDOW TREATMENTS TO LET IN LIGHT. ADJUST BLINDS IN THE **LOWERED** POSITION WITH SLATS SITTING **FLAT**.
- PLACE ALL SHOES/JACKETS IN CLOSETS.
- REMOVE ANY EXCESS PERSONAL PHOTOGRAPHY AND/OR PERSONAL ITEMS YOU DON'T WANT THE WORLD TO SEE. THESE THINGS **CANNOT** BE "PHOTOSHOPPED" OUT LATER.
- REMOVE ALL ELECTRONIC CHARGING CORDS AND EQUIPMENT.

EXTERIOR

- ALL VEHICLES OUT OF DRIVEWAY AWAY FROM THE AREA DIRECTLY IN FRONT OF PROPERTY.
- CLEAN UP LANDSCAPING (MOW, TRIM SHRUBS, CLEAR LEAVES, ETC).
- REMOVE VISIBLE WATER HOSES AND EMPTY PLANTERS.
- REMOVE TOYS, SPORTS BALLS, BASKETBALL HOOPS, SOCCER GOALS, ETC.
- CLEAN PORCH AND DECK, ESPECIALLY COB WEBS.
- REMOVE OUTDOOR FURNITURE & GRILL COVERS. TIDY UP OUTDOOR TABLES/CHAIRS/CUSHIONS.
- MOVE CURBSIDE GARBAGE CANS INTO THE GARAGE. THEY ARE AN EYESORE WHEN VISIBLE.
- CLEAR YARD OF ANY PET WASTE/TOYS.

KITCHEN | DINING ROOM

- CLEAR COUNTERTOPS COMPLETELY. **NO** KNIFE BLOCKS, BAKING SUPPLIES, MAIL, ETC.
- LEAVE OUT MAX OF ONE SMALL APPLIANCE (EX. COFFEE MAKER).
- CLEAR OUTSIDE FRONT AND SIDES OF REFRIGERATOR OF MAGNETS, PAPERS AND ARTWORK.
- HIDE GARBAGE CANS** IN PANTRY OR CLOSET.
- REMOVE DISHES FROM SINK.
- STRAIGHTEN ALL CHAIRS AND SPACE THEM EVENLY.
- REMOVE CHILD SEATS/HIGH CHAIRS.

LIVING ROOM | FAMILY ROOM | GREAT ROOM

- CLEAR FIREPLACE MANTLE, HEARTH, END TABLES, COFFEE TABLES.
- FLUFF AND ARRANGE PILLOWS.
- REMOVE EXCESS ELECTRONICS AND REMOTES.
- REMOVE EXCESS THROW BLANKETS AND NON-DECORATIVE PILLOWS.

BEDROOMS

- MAKE BEDS, INCLUDING DECORATIVE PILLOWS/SHAMS.
- PRESS BED LINENS AND BED SKIRTS IF NECESSARY.
- CLEAR NIGHTSTANDS OF ALL PERSONAL ITEMS (PHONE CHARGING CABLES, COASTERS, ETC).
- REMOVE CLUTTER FROM TOP OF DRESSERS (JEWELRY, MAKE-UP, KEYS, ETC).
- CLEAN UNDER BED**, REMOVING ALL ITEMS THAT MAY BE SEEN WHEN CAMERA IS POSITIONED WAIST HIGH.
- CLOSE CLOSET DOORS.
- REMOVE DIAPER GENIES OR TRASH CANS.
- REMOVE PERSONAL NAME DECORATIONS.

BATHROOMS

- CLEAR COUNTERTOPS COMPLETELY. **NO** SOAP, TOOTHBRUSHES, MEDS, DEODORANT, ETC.
- PUT TOILET SEATS DOWN - **EMPTY/HIDE ALL TRASH CANS**.
- CLEAN MIRRORS.
- REMOVE SHAMPOO, SOAP, LOOFAHS, ETC. FROM SHOWERS AND TUBS.
- REMOVE DIRTY TOWELS - LEAVE OUT ONLY NEW, UNUSED, NEATLY FOLDED TOWELS.
- REMOVE FLOOR MATS, PLUNGERS, CLEANING BRUSHES, SCALES, ETC.

PETS

- I LOVE FIDO, BUT FIDO **RUINS** PHOTOS. PLEASE CRATE OR FIND A SITTER FOR YOUR PETS!
- HIDE FOOD/WATER BOWLS, PET BEDS, LEASHES AND TOYS IN PANTRY OR CLOSET.

WHILE I WILL MAKE MINOR ADJUSTMENTS, I DO NOT PARTAKE IN ANY OF THE FOLLOWING DUTIES WHILE PHOTOGRAPHING YOUR HOME:

- MOVE OR REARRANGE FURNITURE.
- MAKE BEDS, CLEAN, DUST OR DECLUTTER.
- "PHOTOSHOP" VEHICLES, DAMAGED WALLS, POWER LINES, WALL PICTURES, CORDS, ETC.
- TOUCH PERSONAL BATHROOM SUPPLIES (SHAMPOO, TOOTHBRUSHES, DEODORANT) OR TRASH.

THANK YOU for your assistance!!