

## **EXPERTISE PHOTOGRAPHY MATTERPORT: Pre-shoot Checklist**

In order for us to continue to offer a discount on this amazing marketing tool, we need a little assistance with the items to be done prior to and during the shoot.

This special camera takes many exposures of each room in order to present a finished 3D product. With that in mind it is essential that:

Just in advance of the shoot--

- All lights be turned on prior to the photographer arriving.
- All lights need to have working bulbs in them. All bulbs should be of the same type within each room; incandescent, soft white, cool white, or LED.
- All TVS must be turned off.
- All ceiling fans must be turned off.
- All blinds should be closed. Photographer may adjust slightly for a pleasing dim light.
- All vehicles be removed from the driveway prior to the photographer arriving.
- All trash cans be removed from the curb prior to the photographer arriving.

In General--

- All counters should be cleared and surface tops should be de-cluttered prior to the shoot beginning.
- Pool area/outdoor seating area should be tidy.
- All pet accoutrements, including feeding stations, bedding, and toys should be removed from the premises.
- All pets need to be removed from the premises. Any movement will be reflected in the shots and the final result will be disappointing.
- All human beings need to be otherwise occupied **outside** the house. Any movement will be reflected in the shots and the final result will be disappointing.

Bathrooms--

- Showers and tubs need to be dry—we often shoot inside of them. No toiletries visible.
- All toilet seats need to be down.
- Counter need to be cleared of toiletries.
- Mirrors should be free of spots.

Bedrooms--

- All beds should be neatly made.
- All closet doors should be shut.
- All clutter should be removed.
- Clothes and shoes should not be visible.

**If owner/pets are on premises, our regular rate of \$.10/sq ft applies. Agent is welcome to stay. Why must we charge more if the owners/dogs stay in the house? Because we have learned it takes 50% longer to shoot and is extremely stressful for the camera operator.**

The photographer's visit is the first showing of the property-- Think of how you want to present your home to the Buyer. All of your efforts will bring more interest and more showings for you.

Please note: homes with elevators and spiral staircases may incur additional charges as the camera cannot make the transitions it needs to and has to be "assisted" through the software. This adds an extra charge to us, which we pass on.

Thank you,  
Expertise Photography