

NEW COVID PROCESS & STAGING CHECKLIST UPDATE

MAY 2020 ~ JULY 2020 COVID POLICY & PROCESS:

(Until the COVID pandemic is over)

- **The new health safety process adds about 30 minutes** to each appointment.
- **The photographer will sanitize equipment** on location before & after each appointment.
- **The photographer will wash & sanitize their hands** on location before & after each appointment.
- **The photographer will not be touching items** on location unless required (*i.e. doorknobs & light switches*).
- **Spaces must be prepared for photography** by the homeowner and/or agent or a professional staging service, OR be documented in its condition at the time of the appointment.
- **An appointment may be rescheduled (*or canceled*)** if a space is deemed to be unsanitary or unhealthy at the time of the appointment.
 - Late rescheduling: \$25
 - Late cancellation: 25% of work order total.
- **Gloves will be used at the beginning and end of each appointment** as needed. The photographer will wash & sanitize gloves on location before & after use.
 - Gloves will **not** be used **during** standard photography.
 - **One glove will be used during the mapping process** for Property Tours to manipulate doors & items as needed.
- **Mask will be used while indoors** to prevent any aspirated contamination.
- **It is strongly recommended that the space is unoccupied** during the appointment. Having other people on location adds an average of 30 to 45 minutes to an appointment.
 - Appointments may be rescheduled if too many people are present.

STAGING PLAN & CHECKLIST

Having a solid plan for preparing a space for marketing photography will help every aspect of the photography process. With a good plan, it can take an average of 5 to 180 minutes to prepare a home for photography depending on how much of this checklist is completed before the appointment.

- **If homeowners are going to be present**, the agent should also be present to act as a liaison and adequately direct & distract their clients.

This checklist addresses common preparation checkpoints that are often left for last minute corrections (*i.e. when the photographer shows up*). Please understand the importance of having the space prepared before the appointment as it will reduce stress and allow for an ultra-smooth experience and excellent photos.

Spaces that are professionally staged do not need to follow the staging guidelines in this checklist for obvious reasons. The same is true for **empty spaces** for obvious reasons, however, it is very important for the space to be cleaned and prepared before the photography appointment.

- **** NLO Architectural Photography** requires all lights & lamps OFF (if desired).



To be completed before photography appointment:

Occupied & Staged spaces

- OUTSIDE
 - Hide garbage cans
 - Landscaping
 - Painting and cleaning
 - Clear driveway & walkways
 - Hide toys & pet amenities
 - Move trampolines to back corner of yard
 - Clear or organize yard & pool tools & supplies
 - Firepits should be cleared or ready (no garbage)
 - Exterior lights ON **
 - Vehicles either removed from property or stationed out of photographic view
- WHOLE HOUSE
 - **DECLUTTER (less is more)**
 - Hide all trash & laundry bins & pet amenities
 - Hide cleaning supplies & tissue boxes
 - Clean & polish surfaces
 - Vacuum & sweep floors
 - Ceiling fans OFF
 - Lights & lamps ON **
 - Replace dead lamps with matching color temperature lamps
 - White 5k lamps are ideal
 - Tungsten 3k-4k lamps are ideal for bedrooms
 - Clean windows
 - Shades & blinds UP & tied out of way (open views)
 - All side tables should have a reading lamp, book, and 1 decorative item
 - All sinks should be clean and have an indiscriminate soap pump to the right of the faucet
 - Hand & bath towels should be white or neutral colors
 - Sanitize wall switches & door knobs
 - Unless the hallway (or space) is going to be photographed OR a 3D Property Tour is being done, boxes & items can be hidden just outside of the rooms.
 - All furniture in photos should have a single purpose (*i.e. book, decor, laptop, ect.*)
- FOYER
 - Almost clear with minimal decor or items

- LIVING ROOM
 - Staging items:
 - 1 TV Remote
 - Table & side tables should have a book or magazine
 - Small decor items in places that make sense
- KITCHEN
 - Staging items:
 - Almost nothing on counters
 - Mr. Coffee in far corner w/ few items & 1 mug
 - Stove kit: Knife block, cutting board, cookbook & basic spices
 - Minimal cooking utensils
 - Small photos or floral decor items & fresh fruit
 - No towels hanging on appliances
 - Sink should be clean
 - Clean glass surfaces & polish stainless steel appliances (wipe with grain)
 - Under cabinet lights, stove lights, and sink lights ON **
- DINING AREAS
 - Staging items
 - Dining table should either be ready for a meal OR cleared with minimal decor
 - Chairs should be arranged neatly, evenly & for maximum visibility
 - Service items should be out of the way or removed
- BEDROOMS
 - Staging Items:
 - Neatly dressed Bed with neutral color bedspread
 - Pillows on top, neatly arranged
 - Dresser almost completely clear with 2 or 3 small decor items
 - Small framed photos and a small valet caddy
 - Night stand with reading lamp, Good Book, a journal & pen
 - Kids toys arranged neatly in the corner or on toy shelf as needed
- BATHROOMS
 - Staging Items:
 - White or neutral color hand towel & bath towels (minimal set)
 - Indiscriminate decorative soap pump to the right of faucet
 - New roll of TT if it is going to be in photographic view
 - Shower/bath curtain should be neutral color
 - Neatly & partially pulled back to demystify
 - No items in shower is preferable
 - Tubs should be clear of items
 - Decorative Wooden Tub-Reading Plats are ok
 - Hide all other bathroom items except room decor