Evolve has created this guide to help our owners prepare their home for a successful photography session. Professional photos can make a huge difference in attracting travelers, but your home will need to be cleaned and staged to ensure the best results.

On the day of the shoot, someone should be at the property to greet the photographer and provide access. If you would like the photographer to access the property via lockbox, please be sure to provide an up-to-date code.

Prior to the shoot, please prepare your home as you would for a guest’s arrival. The photographer will need access to every room including bathrooms, bedrooms, and the exterior grounds. To achieve the best photos possible, please follow the tips below:

**Interior Staging**

- Have the house thoroughly cleaned before the shoot
- Remove all clutter and personal items
- Make sure all beds are made, pillows are arranged neatly, and blankets are folded
- Remove all toiletries from bathrooms unless they are complimentary amenities for the guest
- Fold and arrange all towels in an orderly manner (don’t overlook towels that are hanging!)
- Lower all toilet seats
- Set the dining room table with colorful dishware and placemats
- Turn off TVs and computer screens
- Hide all cables and cords the best you can
- Open your blinds and window shades (the photographer may need to adjust this during the shoot)
- Turn on all lamps and sources of lighting
- Turn on the fireplace to make the room appear warm and cozy
- Include fresh flowers or a fruit bowl to brighten up the room
- Don’t include people or pets in any photos
Exterior Staging

- Remove vehicles from the driveway or anywhere else where they might appear in a photo
- Close any garage doors
- There should be no visible maintenance, construction, or repair projects in progress
- Turn on all exterior and landscape lights
- Remove all trash
- Place trash and recycling bins out of view
- Yard should be well groomed with no landscaping in progress
- Arrange all outdoor furniture in an orderly fashion
- If you have a hot tub, turn on the jets and remove the lid if applicable
- If you have a pool, remove all debris and ensure that no cleaning items like vacuums are left in the pool
- Don’t include people or pets in any photos

See the photos on the following page for examples of homes that have been well staged.
Owner Photography Guidelines