

2022 Edition



Photoshoot Prep

By Atlantic Exposure LLC

Introduction

Professional Photography is one of the most important aspects of marketing your business. These photos will be the first impression potential customers may get about your business and/or products and we want to help you make it a success! WE are the area's best architectural photography company and we want to give your photos the WOW factor!

In this guide you will find some important tips on how to make the most of your photoshoot. These are strong suggestions, and are not meant to replace using a professional stager.

What's First?

Set some time aside to work on this checklist. Make a list of your shoot goals and provide them to us as soon as you can.

Use your goal list to prioritize and plan the shoot. Hotel/Bed&Breakfast/Inn -chose the rooms you want to focus on and block them off for shoot day.

Builders/architects- finish your punch-list, have the property professionally cleaned and staged if possible

If you have models for lifestyle photos, make sure they will be available and sign a release (we can help with the release)

* We strongly suggest having someone on site to help with coordination and last minute details



01 The Big Picture

Clean the areas we will be shooting. If you can see it, so can the Camera! Vacuum, sweep, mop, and dust.

Professional Carpet & Upholstery cleaning is suggested.

Clean windows, sliders, and mirrors.

Check your lights and replace burnt out bulbs. We prefer cool white bulbs.

Hide electronic cords. Unplug if possible except for lamps.

Open all curtains and blinds fully- both slats open and fully retracted. If they are broken or won't align, repair or replace.

Remove clutter and distractions. This means luggage racks, ice buckets, trashcans, magazines, brochures, etc.

If you have items wrapped for COVID sanitation, please unwrap or remove them for the photoshoot.

Rearrange/remove furniture as needed- LESS IS MORE!

Paint! Yes, those scuffs are noticeable.



01 The Big Picture

When selecting rooms to be shot for Hotels/Motels/Inns try to choose rooms with appealing views from the windows/balconies.

Declutter common areas- newspapers, brochure racks, surfaces free of items

Let all of your staff know that a photographer is coming so they can prepare their areas for photos and help as needed.

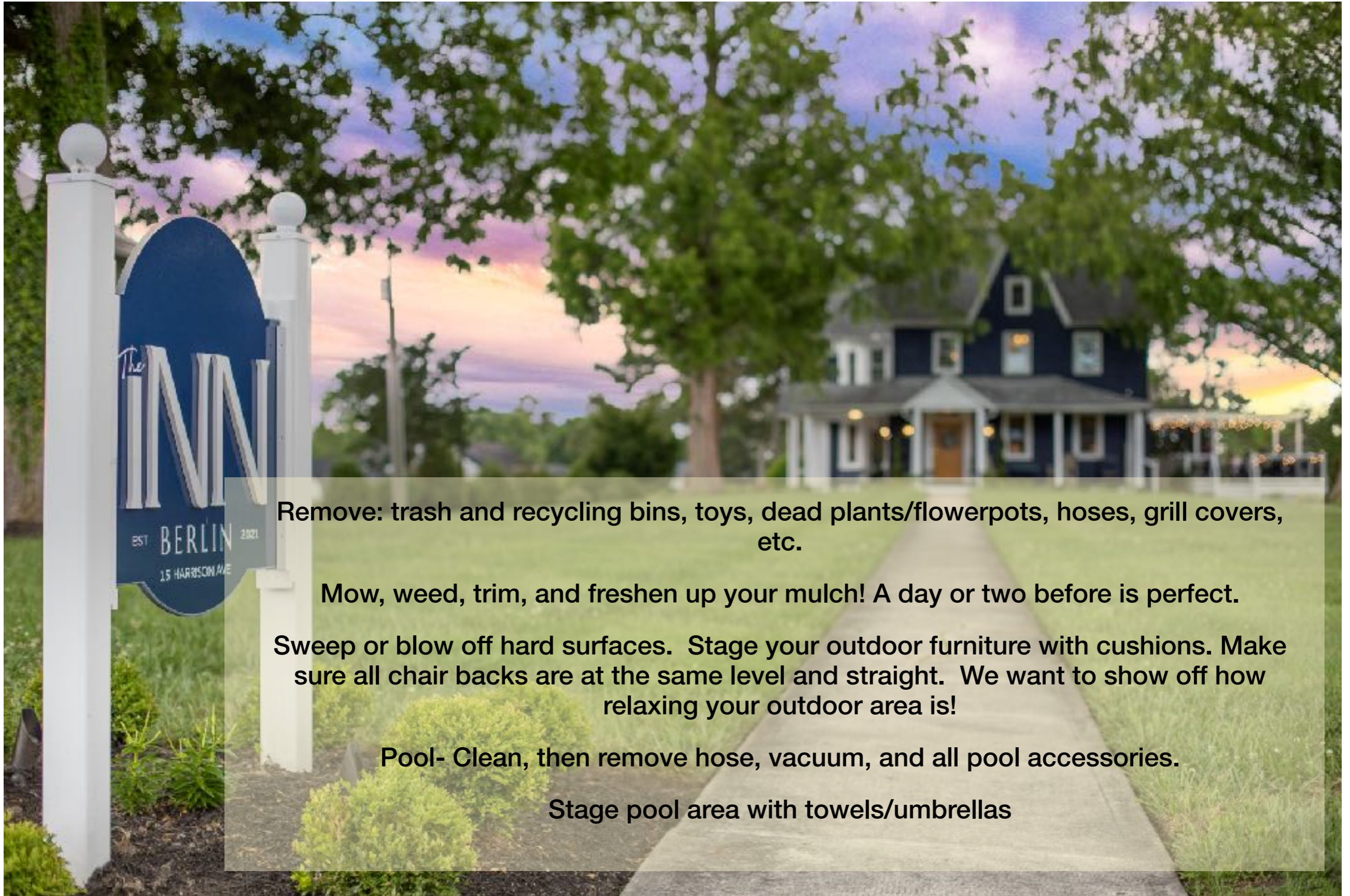
Make a list of all room numbers that you will be shooting and plan a route that is easy to follow

If you are staging each room with specific items, please do so in advance instead of moving items from room to room.

We hope to make this experience go smoothly for everyone!



02 Exterior Focus



Remove: trash and recycling bins, toys, dead plants/flowerpots, hoses, grill covers, etc.

Mow, weed, trim, and freshen up your mulch! A day or two before is perfect.

Sweep or blow off hard surfaces. Stage your outdoor furniture with cushions. Make sure all chair backs are at the same level and straight. We want to show off how relaxing your outdoor area is!

Pool- Clean, then remove hose, vacuum, and all pool accessories.

Stage pool area with towels/umbrellas

03 Interior Focus



Let's get Cooking! If your hotel has dining areas or suites with kitchen/kitchenettes-
Clear counters of everything but a few small appliances. Tuck cords out of sight.
Take everything off of fridge. Polish all reflective surfaces to remove handprints/smudges.
Clean light fixtures. Please hide trashcans. Align stools and/or stage dining area
Guest amenities- be sure they are clean and unused for photos

If lifestyle photos are also being taken, please let your "models" know that they are basically fake eating (smiling and holding their forks and laughing) until the photographer is finished.

03 Interior Focus



Living areas/Lobby/Common Areas:

- Arrange furniture symmetrically if possible.
- Declutter surfaces (less is more).
- Remove brochure racks, etc.
- Fluff sofa pillows, and throw pillows.
- Chose rooms/areas that are well lit or feature a view or architectural features



Bathrooms:

- Clear all surfaces: sinks, showers, vanities, toilet backs, etc.
- Close toilet lids.
- Stage with clean towels & robes, etc. (remove or tuck the tags in) and be sure they are folded to match
- Put a fresh full roll of toilet paper on the holder.
- For amenities you want to have featured in a photo, be sure the items are clean and new.



Bedrooms/Guest Rooms

Make all beds with clean, neutral spreads and comforters, add pops of color with pillows and check that bedskirts are straight and not dirty or ripped. Hotel/Inn/Etc- be sure your beds are wrinkle free and perfect!

Clear all surfaces of personal items.

Clean under beds. If you can see it, so can the camera!

Check and make sure your wall art is straight, lampshade seams are turned to the back

03 Interior Focus



Dining Areas- Less is more!
A bouquet or plant will look nice on the table.



Special features- let us know of any special areas you want to focus on.



Pets-If your hotel/rental allows pets- show that off! We will be sure to photograph the pet-friendly area!

What is the “money shot”

Embrace whatever it is that makes your business unique! Flaunt your quirks, special features, and those expensive light fixtures! Do you provide guests with something special? Do you have custom built features to show off? We will also gladly take photos of your beach equipment for guest use upon request. (Please make sure its clean and in good condition for photos).

This includes, chairs, beach toys, bikes, etc.

Our photographer will be here in 30 Minutes. Now what?

- Turn all ceiling lights and lamps on.
- Finalize your shooting plan/schedule and make sure all rooms are unlocked and lights are on.
- Turn all ceiling fans off.
- Turn all TVs and monitors off.
- Close garage/closet doors.
- Move vehicles from driveway/lobby area (if possible- use cones to block off parking directly in front of your lobby entrance)
- Do a final walkthrough to double check everything.



Twilight Photos

Turn all lights on (so that the building will glow) and open all blinds fully.

Turn all exterior lights on except flood lights, and replace bulbs as needed.

Make sure pool lights are working.

Plan to have a small fire in the fire pit (burn newspaper not logs).

Stage the exterior as described for a regular photoshoot.



Drone Photos

Be sure to clean up the exterior of the building as requested in the checklist.

Open umbrellas and stage outdoor seating areas.

Stage the exterior as described for a regular photoshoot.



Matterport 3D tour

Follow all photoshoot checklist guidelines and in addition:

Open all doors to the rooms the we will be scanning.

It is required that no one be present during a Matterport tour, as the camera spins and captures all angles.

This immersive tour is a very helpful tool to allow potential buyers to virtually explore your property from top to bottom!



Zillow 3D tour

Follow all photoshoot checklist guidelines and in addition:

It is best that no one be present during a zillow tour, as the camera captures all angles.

This 3D tour will get you twice the hits on zillow!



**Zillow Certified
Photographer**