



FREE AGENT RESOURCE

The Listing Launch Photo Checklist

A practical, printable guide for a smoother photography appointment and a stronger property launch. Check off each item as you prepare.

01. Before the photographer arrives

8 essential preparations

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| ☐ Confirm the seller approved the shoot and the property address is correct. | ☐ Choose photos, drone, floorplan, 3D tour or video where appropriate. |
| ☐ Verify parking, entry instructions, lockbox access and building rules. | ☐ Complete cleaning and decluttering before the photographer arrives. |
| ☐ Clear kitchen counters, make beds and arrange visible furniture. | ☐ Check working lights, open coverings and tidy exterior views. |
| ☐ Secure pets and remove private documents and sensitive items. | ☐ Flag distinctive features, views, outbuildings and outdoor areas. |

02. Photography day

4 final checks

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| ☐ Make the home accessible at the agreed appointment time. | ☐ Keep bathrooms, bedrooms and living areas photo-ready. |
| ☐ Confirm access to garage, patios and other included spaces. | ☐ Share any last-minute access or property details. |

03. After photo delivery

4 launch steps

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| ☐ Review the photos and other media before publishing. | ☐ Check MLS rules, photo order and property details. |
| ☐ Prepare the listing, social posts and marketing materials. | ☐ Save your photographer's details for the next listing. |

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