

MEDIA DAY CHECKLIST

SET EXPECTATIONS WITH PHOTOGRAPHER

- Communicate your exact media needs
- Share a written shot list (exterior, each room, detail shots) and deliverables (photos, reel, drone, floor plans, twilight)
- Confirm video orientation needs if applicable (vertical for Reels; horizontal for MLS and YouTube)
- Establish a weather backup plan (especially for drone or twilight shoots)
 - Confirm turnaround time and file delivery method

SET EXPECTATIONS WITH SELLER

- Verify permissions: HOA/condo rules, drone restrictions, tenant notice, alarm codes, pets, parking
- Confirm media day date and time
- Send the seller the Media Day Prep Checklist
- Communicate that you'll arrive 20 minutes early to ensure the home is camera-ready
- Ensure no other vendors (cleaners, stagers, landscapers, etc.) are scheduled during the shoot

BEFORE YOU ARRIVE

- Bring any fresh flowers or seasonal touches that could enhance the visuals
- Communicate any last-minute changes with both the seller and the media team

WHEN YOU ARRIVE

- Arrive 20 minutes before the photographer
- If you move anything, take reference photos so you can replace later
- Quick prep sweep:
 - Lights on
 - Ceiling fans and TVs off
 - Blinds set uniformly (open for good views; closed if not)
 - Hide bins, pet bowls, sponges, soaps, toothbrushes, and visible cords
- Kitchen: clear counters, straighten stools
- Bedrooms/Baths: smooth bedding, align pillows, hide hampers/bath mats (unless styled)
- Living Areas: fluff pillows, declutter, straighten décor
- Exterior: move cars, tuck bins/hoses, sweep walkway or porch, close garage, straighten furniture
- Privacy & Safety: remove mail with addresses, medications, valuables, and family photos
- Pets: secure away from filming areas
- Do one final walkthrough before the photographer starts

WHILE YOU ARE THERE

- Coordinate the shot sequence with the photographer (interior → exterior → drone/twilight)
- Post a photo or video to your Instagram/Facebook Story: “Media Day in [Town]” or “Coming Soon in [Town]”
- Capture vertical video clips for a reel
 - Short, steady, slow shots
 - Include full rooms and detail shots (fixtures, finishes, etc.)
 - Suggested rooms if you are only choosing a few: kitchen, dining room, living room, primary bedroom, bathroom, finished basement
 - Avoid shadows or reflections from your body or phone
 - Record one clean exterior video from the front lawn or street
- Confirm all priority shots from your list are captured before wrapping
- If you moved anything, put it back in place
- Lock up: doors/windows secured, alarm reset, key returned, lockbox locked

AFTER YOU LEAVE

- Communicate with the seller that the shoot is complete
- Notify Justine and Lauren when to expect the media delivery
- Create a reel with the clips you filmed or send them to Julia for editing
- Draft your listing caption while details are fresh, highlight standout features and note anything not visible in photos (ex. “on a cul-de-sac”, “quiet street”)