🏠 Short-Term Rental Photography Prep Guide

📸 Attract More Bookings with Picture-Perfect Photos

A beautifully presented listing is key to stopping scrolls and driving bookings. Here's how to prepare your Airbnb, Vrbo, or other short-term rental for a professional photo shoot:

☑ GENERAL PREP (ENTIRE PROPERTY)

Clean & Style the Space

- Hire professional cleaners if possible — spotless sells.
- Declutter surfaces, but **leave tasteful décor** (e.g., plants, books, artwork).
- Store personal items: medications, receipts, pet gear, excess toiletries, etc.
- Remove or hide cleaning supplies, garbage bins, cords, and clutter.
- Replace any burnt-out light bulbs (use same color temp throughout).
- Clean windows, mirrors, and glass surfaces.
- Ensure all lights are ON, ceiling fans OFF.

💡 *Think: magazine-ready. Clean, cozy, and full of character — without looking lived-in.*

☑ EXTERIOR / CURB APPEAL

- Mow lawn, sweep walkways, tidy landscaping.
- Remove trash bins, hoses, and tools.
- Clear vehicles from driveway and street in front of the home.
- Stage outdoor spaces: fluff pillows, open umbrellas, set the vibe.
- Clean patios, decks, and pool areas.

💡 *Guests want to imagine themselves relaxing here — make it look like a mini getaway.*

🚪 ENTRYWAY

- Remove shoes, coats, keys, and clutter.
- Clean floors and entry glass.
- Add a neutral welcome mat or décor for warmth.

🛋 LIVING ROOM

- Fluff pillows and fold throws neatly.
- Style coffee table minimally (book, candle, small tray).
- Hide remotes, wires, chargers, and personal items.
- Open blinds/curtains, clean windows, close windows.

🍽 DINING AREA

- Set the table for 2–4 (optional but impactful).
- Use simple placemats, napkins, or centerpiece.
- Straighten chairs and align them under the table.

KITCHEN

- Clear countertops, but leave 1–2 styled items (e.g., coffee station, cutting board, fresh fruit).
- Put away dishes, sponges, soaps, paper towels, etc.
- Remove magnets, photos, and notes from the fridge.
- Wipe all surfaces: cabinets, appliances, backsplash.

BEDROOMS

- Make all beds with crisp, wrinkle-free linens.
- Use decorative pillows/throws, but don't overdo it.
- Hide personal items, chargers, laundry, or storage.
- Clear and lightly style nightstands (lamp + 1 item).
- Open blinds, turn on all lamps.

Guests want hotel-quality comfort with home-like charm.

BATHROOMS

- Close toilet lids.
- Remove personal items: razors, toothbrushes, etc.
- Leave 1–2 staged items: folded towel, soap dispenser, or plant.
- Remove toilet brushes, plungers, trash bins if possible.
- Clean mirrors, faucets, and shower glass thoroughly.

BONUS ROOMS / OFFICES

- Keep desks clear except for 1-2 styled items (plant, notebook, lamp).
- Hide visible cords, paperwork, and branded materials.

POOL / HOT TUB / BACKYARD

- Clean the pool or hot tub: no debris or foam.
- Remove pool toys, tools, and unused equipment.
- Stage lounge chairs or patio dining set attractively.
- Consider placing a tray with towels or drinks for lifestyle shots.

FINAL CHECKLIST BEFORE SESSION

- All **lights ON**, ceiling **fans OFF**
- **Blinds OPEN**, **windows CLOSED**

• **Beds made**, toilet seats **DOWN**, towels tidy
• **No visible trash bins, wires, or clutter**
• **Pets offsite or contained**
• **No people visible** during the session
• Park vehicles away from front of home

📸 DURING THE SESSION

• The **photographer will**:
• Text upon arrival
• Photograph the space **as-is** (no major styling or cleaning)
• Use wide-angle and/or 360° equipment — **everything is visible**
• Require **all people to leave the property.** It really helps if the property is clear of people and pets during the session. This way, the photographer can move around freely and capture every space efficiently. (Feel free to run errands or wait in your car while the photo shoot is being done).
🚫 *Please do not clean, rearrange, or move items during the session to ensure consistency.*

🕓 AFTER THE SESSION

• You'll be notified when the session is complete and the photographer has left.
• Turn off lights and restore anything moved for the shoot if needed.

📌 OTHER NOTES

• Typical Session Length: 1.5–3 hours (longer with video, drone, or virtual tour).
• Reschedule if anyone is unwell — health and safety come first.
• If you're unsure whether to leave something out — when in doubt, **less is more**.

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PICS