

REAL MARKET TECH

PRE-SHOOT CHECKLIST:

Think of this photo shoot as a showing that will be professionally recorded.

This email is to be forwarded to the sellers immediately, giving ample time to prepare the home for Real Market Tech's arrival. **We ask that you arrive at the home at least 15 minutes PRIOR to the scheduled appointment to ensure the home is shoot ready.**

Our technician will walk through the home, from room to room, look around, and skillfully capture the experience. The resulting material effectively mimics the experience of visiting the property for a showing; it can be delivered online to prospective buyers and renters everywhere.

THIS IS THE MOST IMPORTANT SHOWING. PLEASE PREPARE THE HOME FOR OUR CAMERAMAN THE WAY YOU WOULD PREPARE IT FOR A SHOWING.

The mind-set behind a digital showing is the same as an "in person" showing:

- **You wouldn't start cleaning up when a buyer arrives for a showing, so don't do it when our cameraman/ film crew arrives for the recording.**
- The seller or tenant should prepare the place as much as possible and either leave, or wait outside (with their pets), or vacate the floor the technician is currently working on.
- After a showing is over, you cannot go back in time and change what a buyer saw at your house, or the way they went through it. Likewise, this concept applies with our technician/ film crew. Make sure the home is ready as if the technician is a cash buyer paying over list price and ready to let you draw the contract that minute.
- Serious buyers will want to see all the rooms. Expect the same from our technician.

For best results, we recommend doing the following PRIOR TO TECHNICIAN'S ARRIVAL:

- **Exterior:**
 - Check/ Turn on all exterior lighting.
 - Remove cars from driveway (where applicable and if possible).
 - Clean the yard/ balcony/ terrace.
- **Lighting:**
 - Check/ Turn on all interior lighting/ ensure all lights are working/ ensure all lamps are working (If a lamp is not working, consider storing it out of site).
 - Open all drapes/ blinds/ curtains to allow as much natural lighting as possible.
- **Consider hiring professional cleaners:**
 - When time is limited, have them start with the kitchen, master bath, other bathrooms, and then clean all windows and floors.
- **De-clutter the home:**
 - Hide the mail.
 - Make beds.
 - Straighten up kids playroom.

- Organize office desks (remove personal items).
 - Remove baby or dog gates.
 - Remove mats from kitchen floors.
 - Bathroom toiletries should be put away. (No shampoo, soap, toothbrushes, toilet brush, or plunger should be in site), toilet seats down, and visible trash cans removed.
- Remove covers from pool table, bbq, outdoor furniture, outdoor jacuzzi (even in the winter).
 - If there is a car covered in the garage, consider removing the cover.
 - **If you want to go the extra mile:**
 - Hide anything that makes buyers feel like they are in someone else's personal space, such as:
 - Photographs of people
 - Anything with politics
 - College banners
 - Religious items
 - If you can't imagine it in a hotel room, it's probably better to remove it (when possible/ within reason/ and not mandatory.).
 - Do **NOT** interfere with the technician. Our technicians have completed hundreds of captures and know solutions to situations you haven't considered.

IMPORTANT: Capturing will not begin until all people have vacated from the floor the technician is working on. If the technician is working on the first floor and asks you to move to the basement so he can capture without interference, please do so in a timely manner as any delays could be subject to a reschedule fee.

PRIOR TO APPOINTMENTS, PLEASE PROVIDE US WITH THE FOLLOWING: (all suggestions will be considered, but not guaranteed to be included):

- Preferred point of entry.
- List of important features that we should TRY to cover.
- List hazards.

There is a \$100 rescheduling fee for no-shows, same day reschedules, and cancellations within 24 hours of the appointment time.

PLEASE: Remove and/or confine animals. Real Market Tech is **NOT** responsible for accidental escape of pets not properly contained prior to and during filming.