

Multi-Family Pre-Shoot Checklist



Virtuance has been hired to provide photography and virtual tour services for your property. Our photographers are certified professionals specializing in real estate imaging and require minimal direction from your property management team. However, to ensure the best results, the property must be properly prepared before our arrival.

Please print this checklist and complete the following preparations before your Virtuance photographer arrives. If any of the items cannot be completed in advance, please call us at +1-844-443-7325.

ONSITE CONTACT

- A designated onsite contact must be present for the entire appointment. This person should have all necessary keys, key fobs, and access credentials for the units and amenities being photographed.

TRAFFIC CONTROL

- We strongly recommend scheduling your photography appointment on a day that does not coincide with garbage collection.
- Additionally, please inform us of any high-traffic times within your community, such as school drop-off and pickup times or peak amenity usage periods, so we can avoid these times when scheduling.

COMMUNITY MAP

- Providing a community map in advance can be helpful for your photographer(s) to identify the locations of community signs and the amenity areas scheduled for photography.

NEIGHBORS

- If needed, notify neighbors or tenants about the scheduled shoot so they can tidy their yards, move cars from driveways, and close garage doors for privacy.

Note: Any visible license plates will always be blurred.

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INTERIOR PREP

WINDOW TREATMENTS

- Fully open all curtains in every room. Blinds should be tilted open, not raised.

BATHROOMS

- Lower all toilet seats.
- Clear countertops of any non-decorative items.
- Remove toiletries from the bath and shower area, as curtains and doors are often opened to showcase tiling and fixtures.

KITCHEN

- Clear all non-decorative items from countertops, including dish soap, paper towels, phones, and cleaning supplies.
- Remove magnets, photos, and other personal items from the refrigerator.

OTHER

- Turn off all ceiling fans.
- Ensure all light bulbs are working and replace any burnt-out bulbs before your appointment.
- Store all personal items out of sight.
- Thoroughly clean the interior, including wiping streaks from mirrors and sweeping/mopping floors.
- Remove all holiday decorations, such as Christmas trees, lights, Halloween décor, and menorahs.

STAGING

- If possible, place unobtrusive decorative items on counters and tables, such as fresh flowers, bowls of fruit, pottery, vases, or new candles. These items should enhance the space without drawing too much attention.



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EXTERIOR PREP



VEHICLES

- If you prefer no cars to appear in your images, make sure vehicles in the driveway or on the street in front of the home are moved before the photoshoot begins.
- Ensure parking lots for amenity centers are cleared before the photographer arrives.
- Close all garage doors.



LIGHTING

- Turn on all interior and exterior lights, including floor lamps, table lamps, under-cabinet lighting, stovetop lights, bedside lamps, ceiling fan lights, and any other secondary light sources.
- Twilight Shoots:** Make sure all lights, both interior and exterior, are turned on by 3 p.m. on the day of your photoshoot. Since the available daylight during sunset is limited and changes quickly, it's essential that all lights are on before sunset.



LANDSCAPING

We recommend completing any necessary landscaping or groundskeeping for your community before the photoshoot.

- Ensure the lawn is freshly cut and the landscaping is in good condition.
- Remove all pool cleaning equipment and ensure pools are clean.
- Complete any seasonal tasks, such as leaf blowing, tree trimming, or snow removal.
- Pick up pet waste, store garbage bins, and tidy up the yards.
- Take down flags.
- Store hoses and other equipment, and organize patio or deck furniture.
- Sprinklers:** We cannot edit images to remove wet pavement. To avoid patchy pavement in your images, it is the community's responsibility to fully spray down pavement or pool areas, or schedule the appointment several hours after sprinklers have been turned off to ensure the ground is dry when our photographer arrives.

Preparing For Your 3D Tour & Floor Plan Scan

In addition to the Multi-Family Pre-Shoot Checklist, we recommend the following for a successful 3D Tour / Floor Plan scan



IMPORTANT INFORMATION

- 3D Tour and Floor Plan scans take more time onsite after all still images have been captured
- Photographers will scan the entire property for a 3D Tour and Floor Plan
- Items cannot be moved from room to room during scans
- Our photographers will not touch any personal items while on-site
- 3D scans cannot be edited; please remove any items you do not want to be seen
- All people and pets should leave the property so they are not visible in the 3D Tour scan



HOW TO HAVE A SUCCESSFUL 3D/FLOOR PLAN SCAN

- Clean and prepare the home before the photographer arrives
- Declutter and remove items that you do not want to show in the 3D scan
- Remove any religious symbols from view
- Turn off ceiling fans, TVs, and other moving objects
- Open all doors between rooms



LIGHTING

- Turn on all interior lights including all lamps, under-cabinet lighting, stovetop lighting, ceiling fan lighting
- Ensure that all light bulbs work and replace any burnt-out bulbs

Thank you for choosing Virtulance for your real estate marketing needs.
We look forward to working with you!

Please contact us before your shoot if you have any questions or concerns.