Listing Photo Shot List

Photo day checklist and a room-by-room shot list for iPhone

Before you shoot

☐ **Set up the camera.** Turn on Grid and Level, wipe the lens and choose a file format.

☐ **Light the house.** Turn on every light, open the blinds and stop the ceiling fans.

☐ **Pick the lens.** Use 1x where the room allows, and 0.5x only in small rooms.

☐ **Find the spot.** Stand in a corner, hold the phone at about chest height and keep it level.

☐ **Lock exposure.** Touch and hold a mid-tone wall until AE/AF Lock appears, then shoot.

Check every frame

☐ **Floor:** a strip of floor in front of you, so buyers can judge depth.

☐ **Ceiling:** a little ceiling, never half the frame.

☐ **Window:** at least one, so the room reads as bright.

☐ **Edges:** no furniture cut in half at the edge of the frame.

☐ **Reflections:** no trace of you or the phone in mirrors, glass doors or TV screens.

Shot list, room by room

Photo caps vary by MLS, so check yours.

Room	Shots	Angle	Done
Front exterior	2 to 3	From the curb, phone level	☐
Living room	2 to 3	Two opposite corners	☐
Kitchen	2 to 3	Corner, plus the island or range	☐
Bedrooms	1 to 2 each	Corner facing the window	☐
Bathrooms	1 each	Doorway, 0.5x if small	☐
Patio, deck or terrace	1 to 2	From the door looking out	☐
Home office, nursery or bonus room	1 to 2 each	Corner facing the window	☐
Street view or garage (optional)	1	When it helps a buyer	☐

Empty rooms you plan to stage

☐ **Truly empty:** Clear boxes, ladders and leftovers first.

☐ **Floor in frame:** show plenty of floor. Furniture goes where floor is visible (our view).

☐ **Level and straight:** keep the phone level and the verticals straight, from a corner showing two walls.

☐ **Even light:** lights on, blinds open and no hard sun stripes across the floor.