

# Retail Photography Checklist

Quality photography will attract many more customers to your store when advertising online. Here are the preparations you want to make before your photographer arrives, so your retail store looks its best.

Reduce the number of personal affects, bags, jackets, that you do not want to appear in public images. Remove chargers, mail, and unrelated items from counters and walls. If your store front or parking lot is to be part of the Video or 3D Model, please make the best effort to make it presentable just as if you were having an open house.

## Interior

- All displays/ signage unobstructed dusted.
- Counters should be free of personal affects.
- Turn on indoor lights in advance and replace any bulbs, as necessary.
- Merchandise, shelves, and surfaces should be dust free.
- Clean mirrors and glass.
- Blinds Up, Lights On, Toilet Seats down, Fans Off.
- Trash Cans closed/ empty/ hidden.
- Custodial equipment closed/ empty/ hidden.
- Rugs vacuumed.
- Floors swept.
- License / Business Rating in plain view.

## Exterior

- Remove covers on patio furniture.
- Clean cushions on outdoor seating.
- Open patio umbrellas.
- Coil or remove hoses.
- Clear gardens of debris, leaves, etc.
- Clear driveway of dirt, leaves, etc.

**ATTENTION! We use HDR7 capable photography:** If you can see any blemish with your eye (paperclip on the floor, smudge on a window or glass), our camera will show it off 7X times greater when displayed online.

**3D Photography requires that each room be free of people and or any moving object for each scan.**

**1000 square feet will take approximately 1 hours and require approximately 80 scans.**