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LOS ANGELES HOME STAGING & PHOTO SHOOT CHECKLIST

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Los Angeles Home Staging

CHECKLIST

1. **Depersonalize your home:** remove family photos and awards, remove religious and college items, take out books that might offend someone.
2. **Declutter:** take down 30% of your items, including on surfaces like kitchen counters and nightstands.
3. Towels should be WHITE.
4. Bed linens/duvets/coverlets should be neutral in color and texture.
5. Throw pillows – neutral, with varying textures.
6. Ensure pictures and artwork are not hung too high.
7. Center of artwork should be 60 inches from the ground.
8. **Add plants, even if artificial.** Try to have a plant in almost every room.
9. **Rule of three:** use only three items in a grouping.
10. **60-30-10:** 60% is the primary color, 30% is the secondary color, and 10% is the accent color.
11. Use LARGE items, not small items, to stage your home.
12. Deep clean the property.
13. Wash the windows.
14. **Tidy up the yard.** Remove all dead plants and replace with thriving, drought-tolerant plants suited to the LA climate. Mulch the yard.
15. Repaint or touch up paint. Warm white or greige is recommended.





16. Ensure all light bulbs are functioning.
17. Remove family names or children's names displayed on walls. Privacy is important.
18. Remove bathroom, laundry, and kitchen mats. Bathroom scales too.
19. Add mirrors.
20. Add a pleasant, neutral scent (vanilla or fresh linen is accepted by most).
21. Every room should have enough space to move easily through it.
22. When in doubt, take it out.
23. Remove signs of pets and kids.
24. Every room should have a specific, clearly defined function.
25. Remove all dingy window treatments or ones that are not functioning.
26. **Add larger area rugs** so all the furniture fits on the rug, or at least each piece touches the rug. Small area rugs are not recommended.
27. **LA outdoor living:** stage patios, balconies, and backyards as usable living space — buyers in Los Angeles expect indoor-outdoor flow.



Los Angeles Home Photo Shoot

Preparation Checklist

SCHEDULING & PLANNING

- ☐ Schedule the shoot when the front of the home has the most natural light
- ☐ Check the weather and smog/air-quality forecast
- ☐ Avoid trash day (or the day before) — check your street's pickup schedule
- ☐ Confirm all ceiling fan, blind, gate, and pool remotes operate properly

LIGHTING & WINDOWS

- ☐ Replace burned-out light bulbs
- ☐ Use consistent bulb temperature throughout the home
- ☐ Turn on all interior lights
- ☐ Raise all blinds and open drapes/shutters
- ☐ Clean windows if needed

KITCHEN & BATHROOMS

- ☐ Clear countertops of appliances and toiletries
- ☐ Remove soap bottles and toothbrushes
- ☐ Store trash cans out of sight

EXTERIOR & OUTDOOR AREAS

- ☐ Tidy up the yard and refresh mulch/groundcover
- ☐ Power wash walkways, driveway, and pool deck if needed
- ☐ Remove all cars from the driveway and street frontage
- ☐ Open patio umbrellas and stage outdoor seating
- ☐ Remove BBQ covers and pool equipment clutter
- ☐ Arrange outdoor furniture neatly — highlight indoor-outdoor living



Los Angeles Home Photo Shoot

Preparation Checklist

PETS, KIDS & PERSONAL ITEMS

- ☐ Hide evidence of pets
- ☐ Remove children's toys
- ☐ Depersonalize the home
- ☐ Remove family names displayed on walls
- ☐ Remove polarizing books or décor
- ☐ Do not photograph safes

DEEP CLEANING & GENERAL PREP

- ☐ Deep clean the entire home
- ☐ Remove clutter from countertops
- ☐ Remove small rugs and bath mats
- ☐ Make all beds
- ☐ Ensure bathroom towels are neutral and coordinated
- ☐ Close toilet lids and remove Kleenex boxes
- ☐ Hide alarm clocks and electronic displays

FINAL WALKTHROUGH

- ☐ Remove all cars from the driveway and street frontage
- ☐ Turn on all lights
- ☐ Open interior doors
- ☐ Double-check for clutter
- ☐ Straighten pillows and décor
- ☐ Hide trash cans



Let's work together



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