



**HomeTourVision**  
REAL ESTATE MEDIA MARKETING

# LISTING APPOINTMENT CHECKLIST

SET EVERY LISTING UP FOR SUCCESS

Your 24/7 Open House Starts Here

## [1. BEFORE YOU ARRIVE]

- ☐ Confirm appointment time and services
- ☐ Review the property's key selling features
- ☐ Set clear expectations with the homeowner so the home is fully ready

## [2. BEFORE THE PHOTOGRAPHER ARRIVES]

- ☐ Arrive early to ensure the home is presented exactly as intended
- ☐ Lights on, blinds adjusted, and surfaces clean and clear
- ☐ Minimize personal items and visual distractions
- ☐ Remove vehicles from the driveway when possible
- ☐ Secure pets or arrange for them to be off-site

## [3. PRE-SHOOT WALKTHROUGH (RECOMMENDED)]

- ☐ Walk the property with your photographer before the shoot begins
- ☐ Highlight the features that matter most to your marketing strategy
- ☐ Identify must-have angles, focal points, and priority areas
- ☐ Communicate anything you'd like to avoid or downplay
- ☐ Share any specific requests—inside and out

## [SUMMARY OF THE WALKTHROUGH]

A quick walkthrough—just a few minutes—sets clear direction for the shoot. This allows your photographer to work efficiently, capture everything you need, and keep the appointment running smoothly and on schedule.

## [4. DURING THE SHOOT]

- ☐ Be available for quick input if needed
- ☐ Allow your photographer to execute with efficiency and intention
- ☐ Trust the process—we're focused on capturing the home at its highest level
- ☐ Our appointments are scheduled based on property size. Staying aligned ensures everything is completed within the allotted time.

## [5. FINAL REVIEW]

- ☐ Confirm all key areas and highlights have been captured
- ☐ Address any final requests before completion

☐ **Preparation + exceptional media = stronger listings, stronger marketing, and better results.**

We're here to help you present every property with confidence.