

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Subject: Preparing Your Property for Professional Media

Dear [Client Name],

Now that we have officially listed your property, the next crucial step is to capture high-quality visual content. Our goal is to make a powerful first impression on potential buyers through professional staging and photography.

To ensure your home looks its absolute best, please review the following schedule and preparation steps:

Appointment Details:

Date: [Date of Shoot]

Time: [Time of Shoot]

Professional Photographer: [Name/Company]

Preparation Checklist:

- Declutter all surfaces, including kitchen countertops and bathroom vanities.
- Depersonalize by removing family photos and highly specific decor.
- Ensure all light bulbs are working and turned on.
- Open all blinds and curtains to maximize natural light.
- Hide pet bowls, beds, and toys.
- Clear cars from the driveway and close garage doors.

Our professional stager will arrive at [Time] to perform final touches and ensure each room is framed perfectly for the camera. We expect the entire session to last approximately [Number] hours.

High-quality imagery is the most effective tool we have to drive traffic to your listing. Thank you for your cooperation in making your home shine.

Sincerely,

[Your Name]

[Your Title]

[Your Phone Number]

[Your Email Address]