Get the property camera-ready.

Plan for about 60–90 minutes of prep the evening before. The biggest single win: clear surfaces and put clutter away. Editing can clean up small items, but a well-prepared home always beats one that needs heavy post-production. Work the sections that apply to your property type. Interactive version: craigmacvisuals.com/prep-guide.html

EXTERIOR

RESIDENTIAL · ACREAGE · STR · FARM & RANCH (IF THERE'S A HOME)

LAWN & LANDSCAPING

- [ ] Mow and edge the lawn
  Ideally the day before, not the morning of, to avoid clipping marks.
- [ ] Rake leaves, clear debris, and remove dead plants or wilted flowers
- [ ] Trim bushes or shrubs that block the facade or windows
- [ ] Blow or sweep the driveway, walkways, and patio
- [ ] Pull visible weeds from beds and hardscape cracks

ENTRY & FACADE

- [ ] Move all vehicles out of the driveway and away from the front curb
- [ ] Trash and recycling bins, hoses, and yard tools out of view
- [ ] Wipe down the front door and clean exterior light fixtures
- [ ] Remove worn or faded doormats, or swap in a clean one
- [ ] Clean visible windows from outside — smudges show on wide-angle shots

ACCESS & LOGISTICS

- [ ] Lockbox code or access instructions in your booking notes
- [ ] Gate codes or entry instructions sent to Craig before shoot day
- [ ] Pets secured, crated, or off the property for the shoot

INTERIOR

RESIDENTIAL · ACREAGE · STR · FARM & RANCH HOMES

LIGHTING — THE MOST IMPORTANT INTERIOR STEP

- [ ] Turn on every light: overhead fixtures, lamps, under-cabinet, everything
- [ ] Replace burnt-out bulbs and match color temperature (all warm or all cool)
- [ ] Open blinds and curtains, unless the view outside is unflattering
- [ ] Ceiling fans and TVs off

EVERY ROOM

- [ ] Declutter flat surfaces: counters, tables, shelves, window sills
- [ ] Hide power cords, chargers, and extension cords
- [ ] Remove personal photos if the seller prefers anonymity
- [ ] Pet bowls, beds, toys, and leashes put away
- [ ] Trash cans out of view
- [ ] Close closet and pantry doors unless the space is a selling feature
- [ ] Set the A/C comfortably — doors will be opening and closing

KITCHEN

- [ ] Clear countertops: small appliances, dish racks, paper towels, soap
- [ ] One or two styled items are fine — fruit bowl, cookbook, small plant
- [ ] Clean the stovetop and wipe appliance fronts (stainless shows fingerprints)
- [ ] Clear the fridge face — magnets, photos, calendars
- [ ] Empty the sink; dish soap, sponges, and drying racks under the sink

BATHROOMS

- [ ] Clear counters: toothbrushes, soap, razors, hairdryers, personal items
- [ ] Toilet lids down
- [ ] Fresh, neatly folded towels — a matching set looks best
- [ ] Remove worn or mismatched bath mats
- [ ] Clean mirrors and water spots on shower glass

BEDROOMS

- [ ] Beds made hotel-style: smooth, crisp, centered pillows
- [ ] Nightstands down to one or two items
- [ ] Nothing on the floor — shoes, laundry, boxes
- [ ] Window treatments pulled evenly and symmetrically

LIVING & DINING

- [ ] Fluff and arrange sofa and accent pillows

- [ ] Dining table clear; a simple centerpiece is fine
- [ ] Dining chairs pushed in evenly
- [ ] Floors clear of toys, boxes, and extra furniture
- [ ] Gas fireplace on

GARAGE (IF PHOTOGRAPHED)

- [ ] Vehicles out
- [ ] Floor swept; items pushed to the walls or removed
- [ ] Garage lights on

Pool, Patio & Outdoor Living

RESIDENTIAL · ACREAGE · STR

- [ ] Skim the pool and turn on water features — fountains, waterfalls, spillways
- [ ] Pool and spa lights on if shooting at or near dusk
- [ ] Patio furniture square to tables, loungers parallel
- [ ] Outdoor kitchen clear of personal items, grill covers, and propane tanks
- [ ] Pool toys, floats, cleaning gear, and chemical jugs out of view
- [ ] Pool hoses and vacuum lines rolled up and stored

Homes on Acreage — Additional Prep

HOMES ON ACREAGE

GROUNDS & EQUIPMENT

- [ ] Tractors, ATVs, farm equipment, and work trucks away from the main shooting areas
  They can stay if they're a selling feature — just mention it at booking.
- [ ] Gates open or closed as appropriate for the planned shots
- [ ] Entry codes, combination locks, and key locations confirmed
- [ ] Trailers and livestock transport away from the front of the main house

LIVESTOCK & ANIMALS

- [ ] Decide in advance whether livestock should be in shots or out — either is fine
- [ ] Large feeding or water equipment moved if it blocks the view

OUTBUILDINGS

- [ ] Barn or shop doors open if the interior is a selling feature
- [ ] Debris and clutter cleared around outbuildings

Farm & Ranch — Additional Prep

FARM & RANCH

BEFORE SHOOT DAY

- [ ] Parcel or plat map sent at booking
  It plans the flight and keeps boundary overlays honest. CAD maps, survey plats, or MLS plats all work.
- [ ] Ranch transport ready — UTV, truck, or ranch vehicle for the back pasture, far tanks, and fence lines
- [ ] Golden-hour timing agreed with Craig — large ranches are shot to the light
- [ ] Gate combinations and access instructions confirmed
- [ ] On-site contact (manager or rancher) knows the shoot time

GROUNDS & IMPROVEMENTS

- [ ] Equipment and work trucks away from the headquarters and main views
  Leave anything that's a selling feature — mention it at booking.
- [ ] Barns, pens, arenas, and shops open and tidy if they're selling features
- [ ] Hunting features — blinds, feeders, tanks, wells — accessible and noted for coverage
- [ ] Decide whether livestock should be in shots or out

Short-Term Rental — Additional Prep

SHORT-TERM RENTAL

STAGING FOR A LIFESTYLE FEEL

- [ ] Coffee station set as if guests just arrived — carafe visible, mugs out
- [ ] Fresh fruit or flowers on the island or dining table
- [ ] Throw blankets arranged naturally on the sofa
- [ ] Outdoor dining set as if guests are about to eat
- [ ] String lights and accent lighting on

GUEST-EXPERIENCE DETAILS

- [ ] Cleaning supplies, paper towels, and welcome packets off the counters
- [ ] Lockboxes, key containers, and access devices hidden
- [ ] Space clean and ready as if guests check in today

Lots & Parcels

LOTS & PARCELS

REQUIRED BEFORE SHOOT DAY

- [ ] Parcel map link given at booking, or emailed — required for boundary overlays
  Email it to craig@craigmacvisuals.com before the shoot. CAD maps, survey plats, or MLS plats all work.
- [ ] GPS coordinates provided if the property has no street address
- [ ] Gate combinations or access instructions confirmed

ON-SITE

- [ ] Vehicles, trailers, and equipment away from the access road and entry
- [ ] Hazards flagged for drone safety — soft ground, sinkholes, low lines
- [ ] Off-limits or restricted areas noted at booking

Commercial

COMMERCIAL

ACCESS & COMPLIANCE

- [ ] Building access, escort, and after-hours arrangements confirmed with property management
- [ ] Certificate of insurance requested in advance if the building requires one
- [ ] Tenants notified of the shoot time in occupied spaces
- [ ] Alarm codes or badge access arranged
- [ ] Rooftop, parking-structure, or airspace restrictions flagged at booking
  Controlled-airspace sites need FAA LAANC authorization, requested with your quote.
- [ ] On-site contact (property manager) knows the shoot time

EXTERIOR

- [ ] Frontage and entry parking cleared of vehicles where possible
- [ ] Signage lit and clean
- [ ] Dumpsters and loading areas tidy, gates closed
- [ ] Entry walkways swept, landscaping trimmed

INTERIOR

- [ ] All lights on, including suite and hallway fixtures
- [ ] Reception, desks, and counters clear of personal items and paperwork
- [ ] Blinds set to a consistent height across windows
- [ ] Vacant suites swept; boxes and debris removed
- [ ] Screens off or showing neutral content

Floor plan & 3D tour (CubiCasa floor plan, Zillow, or Matterport)

RESIDENTIAL · ACREAGE · FARM & RANCH HOMES

- [ ] Every room unlocked and reachable: closets, laundry, garage, and bonus rooms are all measured for the floor plan
- [ ] Interior doors open, including closets you want in the tour
- [ ] No one moving through the rooms during the scan (the 360 camera captures everyone)
- [ ] Mirrors and glass cleaned; reflective clutter put away
- [ ] Pets fully off-site, not just crated
- [ ] Booked both a Zillow tour and a CubiCasa plan? Allow about 15 more minutes on site

If a Matterport tour is booked

COMMERCIAL

- [ ] Interior doors open, including offices and suites you want in the tour
- [ ] No one moving through the space during the scan — the camera captures everyone
- [ ] Mirrors and glass cleaned; reflective clutter put away

If a CubiCasa floor plan is booked

SHORT-TERM RENTAL

- [ ] Every room unlocked and reachable, including closets, laundry, and any owner's closet guests can see
- [ ] Interior doors open
- [ ] No one moving through the rooms during the scan

If an onsite twilight or dawn/dusk shoot is booked

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- [ ] Every interior light on before dusk — lamps included
- [ ] Blinds and curtains open at dusk so the windows glow
- [ ] Landscape, pool, and spa lights on
- [ ] Vehicles gone from the driveway and curb

Day of. Craig arrives within 15 minutes of the confirmed start time in your updated calendar invite. If anything changes or access is an issue, call or text (210) 639-7195. Most residential shoots take 1–2 hours; homes on acreage and ranches 2–4 hours; lots and parcels 45–90 minutes; commercial is scoped in your quote.

Need to reschedule? Reschedule or cancel with the link in your confirmation email, or call or text (210) 639-7195 — free up to 24 hours before the shoot. Changes under 24 hours: $75, whether online or by phone. Same-day cancellation or no-show: billed at 50% of the package. Weather on the drone portion reschedules free. If Craig adjusts your time and it doesn't work for you, changing it is free.