LISTING PHOTOGRAPHY / 01

MAP READINESS AND PRIORITY SPACES

Use neutral room labels. Keep the address, access instructions, identities and private listing details outside this worksheet.

A helpful preparation resource from PickYourPro.ai. Fill in digitally or print. Keep your completed copy private.

Property A / general property type / no address

Listing purpose and visual goal / no offer information

Priority room or feature 1 / desired emphasis

Priority room or feature 2 / desired emphasis

Exterior or shared-area priority / permission role

Occupied, excluded or not-ready area / private follow-up role

Preparation only. Not copyright, listing, disclosure, MLS, privacy, permission, access, contract or legal advice. Keep property and listing details private.

LISTING PHOTOGRAPHY / 02

DEFINE CAPTURE, EDITING AND DELIVERY

Ask the photographer and property representative to define visit, output and written-use responsibilities.

Capture window / readiness confirmation / access role

Still-image quantity range / orientations / destination needs

Optional aerial, twilight, floor-plan or tour output

Routine correction / material edit / virtual-staging boundary

Review round / correction request / acceptance handoff

File formats / delivery milestone / retention or removal terms

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LISTING PHOTOGRAPHY / 03

CHECK PROPOSAL READINESS

Tick what is organized. These checks do not grant access, approve edits or decide copyright, listing or disclosure obligations.

- [ ] Every photographer receives the same non-sensitive property brief
- [ ] Address, codes, identities and private listing details stay outside
- [ ] Priority, excluded and not-ready spaces are separated
- [ ] Capture window and private access roles are identified
- [ ] Still images and optional media are itemized separately
- [ ] Routine corrections and material edits have written boundaries
- [ ] Review, final formats and delivery milestones are defined
- [ ] Permitted users and channels are requested in writing

Open readiness, room-priority or capture-window question

Unclear output, editing, review or optional-media boundary

Missing delivery, permitted-use, retention or removal detail

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LISTING PHOTOGRAPHY / 04

QUESTIONS FOR THE LISTING PHOTOGRAPHER

Record the answer and where it appears in the proposal, agreement or supporting material.

Plan: how does the brief become a capture sequence?

Spaces: which rooms, features, exteriors and exclusions are included?

Outputs: what quantities, media, formats and specifications are included?

Editing: how are corrections, material edits and review rounds handled?

Delivery: what milestones, access, retention and removal terms apply?

Use: how are permitted users, channels and post-listing use documented?

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LISTING PHOTOGRAPHY / 05

COMPARE THE SAME LISTING BRIEF

Use Photographer A and B. Clarify unlike capture, output, editing or use assumptions before comparing proposals.

Photographer A / B / proposal dates / shared property brief

Readiness, priority spaces, capture window and access - A / B

Outputs, editing, review and delivery - A / B

Permitted use, retention, removal, exclusions and open points - A / B

READY TO HEAR FROM PROS?

Create an account on PickYourPro.ai only if you choose, then start a Real Estate Photography request. Share a non-sensitive property-readiness and shot-priority brief so participating pros can compete with proposals. Compare capture scope, outputs, editing, review, delivery, written-use terms, exclusions and fit. A private property, access and listing-platform review may be needed before a final proposal.

One request. Every pro's best offer.

Start a request

Participation varies. A private property, access and listing-platform review may be needed before a final proposal.

Planning guide: https://www.pickyourpro.ai/services/real-estate-photography/listing-photography

U.S. Copyright Office: What Photographers Should Know about Copyright (official reference)

National Association of Realtors: Who Owns Your Property Photos? (official reference)

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