

SUCCESS IN FSBO PHOTO SHOT CHECKLIST



CLEAR PATH CONSULTING

**WHICH PHOTOS TO TAKE TO
SHOWCASE YOUR HOME**

FSBO PHOTO SHOT CHECKLIST

(CAPTURE EACH AREA FROM MULTIPLE ANGLES WHEN POSSIBLE.)

EXTERIOR SHOTS

- Front of home — angled (shows depth)
- Straight-on front (for symmetry)
- Backyard — wide shot
- Street view — both directions
- Driveway + garage
- Roofline (show condition)
- Patio / deck / outdoor living space
- Landscaping / curb appeal highlights

INTERIOR SHOTS — COMMON SPACES

- Living room — wide from 2+ corners
- Kitchen — wide (showing appliances + counters)
- Dining area
- Main hallway / entryway
- Any open-concept view (kitchen → living, etc.)

BEDROOMS

- Primary bedroom (wide shot, include windows)
- Primary bath (2 angles: vanity + shower/tub)
- Each additional bedroom (wide, show closets)
- Guest or bonus rooms (office, gym, playroom)

BATHROOMS

- Each full bath (vanity + tub/shower)
- Each half bath (vanity + toilet)

FEATURES & DETAILS

- Fireplace
- Built-ins (shelves, cabinets)
- Laundry room
- Pantry / storage spaces

LIFESTYLE / COMMUNITY (OPTIONAL)

- Neighborhood entry sign
- Nearby park or trail
- Pool / clubhouse (if HOA)

MEDIA QUALITY REMINDERS

- Take photos in daylight (open blinds/curtains).
- Shoot at eye-level (avoid “looking down” shots).
- Avoid showing toilet lids up, clutter, or pets.
- Turn on all lights to brighten interiors.
- Take at least 25+ photos (most MLS sites cap at 50).
- Add video walkthrough if possible (1–2 minutes, slow and steady).
- Consider 360° / virtual tour for bonus engagement.

DISCLAIMER:

This checklist is provided for educational purposes only as part of the Clear Path Toolkit. You, as the homeowner, are solely responsible for deciding whether or not to use this checklist, in whole or in part. Clear Path Consulting™ does not guarantee any results from following or not following these recommendations. Use of this checklist is entirely optional and at your own discretion.