Prepare the space.

Keep its character. A practical guide for homeowners, realtors and hosts.

KITCHEN | MAKE THE SURFACES READ CLEARLY

Put dishes away and wipe the sink, hob and worktops. Store shopping bags, food packaging and loose towels. Keep a simple fruit bowl or one thoughtful detail.

EVERYDAY SCENARIO



PREPARED SPACE



1 Store bags and food packaging. 2 Put dishes away and clear the sink. 3 Remove loose towels.

DINING | KEEP ONE FOCAL POINT

Clear papers, laptops, cables and cups. Align chairs and keep one simple arrangement. Leave enough empty table surface for the room and furniture to be appreciated.

EVERYDAY SCENARIO



PREPARED SPACE



1 Clear paperwork and cups. 2 Store the laptop and cable. 3 Align chairs.

Start with cleaning and tidying before the appointment. Keep meaningful objects, but remove the everyday items that distract from the space.

Bedrooms & everyday details

Create a welcoming room while protecting the privacy of the people who live there.

BEDROOM | SOFT, SIMPLE & READY

Smooth the bedding, arrange cushions and clear clothes from the bed and bench. Put away chargers, water bottles and bedside products. Keep permanent furniture and the room's character intact.

EVERYDAY SCENARIO



PREPARED SPACE



1 Smooth bedding and arrange cushions. 2 Clear bedside bottles and cables. 3 Put clothes away.

PRIVACY | CHECK WHAT THE CAMERA CAN SEE

Store personal documents, medication, valuables and any family photographs you do not want published. Look in mirrors and reflective surfaces too. Let your photographer know about anything that must stay out of the images.

BATHROOM | CLEAN SURFACES, FEWER OBJECTS

Clean mirrors, glass and fittings. Put away toothbrushes, toiletries, laundry and cleaning products. Close the toilet lid and arrange a clean towel. Keep the room recognisable; do not conceal permanent features.

CHILDREN'S ROOMS | KEEP SOME PERSONALITY

Tidy loose toys and clothes, make the bed and leave a small selection of favourite objects. Remove visible names, school information and personal photographs if you prefer to keep them private.

FINISH WITH A WALK THROUGH

Check each doorway, the floor around the bed and visible shelves. You do not need an empty home: aim for enough clear space to understand how the room works.

Beyond the front door

Prepare outdoor spaces and circulation routes with the same care as the interiors.

TERRACE | SHOW HOW THE SPACE CAN BE USED

Sweep the floor, tidy cushions and arrange seating. Store tools, hoses, garden bags and cups. Retain healthy plants and keep access clear without moving heavy pots.

EVERYDAY SCENARIO



PREPARED SPACE



1 Store the watering can and hose. 2 Remove garden bags and sweep leaves. 3 Straighten cushions and seating.

ENTRANCE | MAKE ARRIVAL FEEL EASY

Put shoes, coats and parcels away. Remove cleaning equipment and clear every stair tread. Check that doors and gates are accessible and that the route through the property is unobstructed.

EVERYDAY SCENARIO



PREPARED SPACE



1 Put coats away. 2 Store shoes. 3 Remove parcels. 4 Put cleaning equipment away.

Before the shoot: confirm parking, keys, pets and access. Mention which spaces receive direct sun and when. Discuss outdoor or twilight coverage in advance.

Shoot-day checklist

Complete before arrival. A ready property allows more of the appointment to be spent photographing.

EVERY ROOM

- ☐ Floors and visible surfaces cleaned; bins and laundry put away.
- ☐ Loose cables, bags and cleaning equipment removed.
- ☐ Private documents, medication and valuables secured.
- ☐ Curtains and blinds neatly arranged; glass and mirrors checked.

ROOM-BY-ROOM

- ☐ Kitchen: dishes away, sink wiped and worktops cleared.
- ☐ Dining: table cleared, chairs aligned, simple centrepiece.
- ☐ Bedrooms: beds made, clothes away and bedside tables cleared.
- ☐ Bathrooms: toiletries stored, toilet lids closed, towels neat.

OUTDOORS & ACCESS

- ☐ Terrace and entrance swept; tools and hoses stored.
- ☐ Shoes, parcels and coats removed from walkways.
- ☐ Access, parking and keyholder confirmed; pets coordinated.

FINAL CHECK WITH YOUR REALTOR / PHOTOGRAPHER

- ☐ Priority rooms, standout features and privacy exclusions confirmed.
- ☐ Photo/video requirements and publishing deadline agreed.
- ☐ Weather-sensitive or twilight coverage discussed in advance.

Not everything needs to disappear. Keep the home welcoming and recognisable, with enough clear space to understand its layout.

Taking your own property photos

A practical starting point for a phone or camera. Prepare the room first, then work slowly and consistently.

01 CLEAN, LEVEL & STEADY

Wipe the lens. Turn on the grid and hold the device level so door frames stay vertical. Start around chest height and adjust for the room. Brace yourself or use a tripod; use a timer if pressing the shutter causes movement.

02 CHOOSE BALANCED LIGHT

Try bright, indirect daylight. Avoid strong sun patches when they distract from the room. If a window is very bright, tap or meter on a mid-tone surface and adjust exposure gently. Check both windows and shadow areas. Switch off lights that create an unwanted colour cast.

03 USE A NATURAL VIEW

Start with the phone's main lens, often labelled 1x. Step back before switching to an ultra-wide lens. Use wider views sparingly: they can stretch furniture and exaggerate room size. Keep important objects away from frame edges.

04 FRAME THE ROOM, NOT THE CEILING

Usually shoot horizontally for listings. Show a clear purpose and useful room connections. Avoid excessive ceiling or floor. Take one or two considered angles per main room, then a few details. Keep the camera height and visual style consistent.

05 REVIEW BEFORE LEAVING

Check sharpness, straight verticals, reflections and distracting objects. Photograph the main living area, kitchen, bedrooms, bathrooms and useful outdoor spaces. Include distinctive features, but avoid many near-identical images.

06 EDIT LIGHTLY & KEEP ORIGINALS

Adjust white balance, brightness and vertical alignment gently. Avoid extreme saturation, heavy HDR and filters. Do not stretch rooms or erase permanent features. Export clean copies for sharing; keep the original files as your master set.

For a walkthrough: clear the route, move slowly, keep the phone level and record short, steady clips. Avoid whipping between rooms. Agree portrait or landscape delivery before filming.

Tell me about your property

Share these details with Zak before the shoot. Photos and listing links can be sent by email or WhatsApp.

NAME / CONTACT / REALTOR OR AGENCY

PROPERTY LOCATION / APPROXIMATE SIZE / NUMBER OF ROOMS

PURPOSE: SALE, RENTAL, HOSPITALITY, DESIGN PORTFOLIO OR OTHER

PRIORITY SPACES, DISTINCTIVE FEATURES & TARGET AUDIENCE

REQUIRED MEDIA: STILLS, WALKTHROUGH, DETAILS, EXTERIOR OR NEIGHBOURHOOD

INTENDED CHANNELS / PORTRAIT OR LANDSCAPE / REQUIRED DELIVERY DATE

PREFERRED SHOOT DATE / ACCESS / PARKING / KEYHOLDER

EXISTING PHOTOS / LISTING LINK / SHARED PHOTO FOLDER

Please share 5-10 recent phone photos of the main rooms, views and exterior, or a short walkthrough. The home does not need to be prepared for these planning photos.

BEST LIGHT: ROOM / APPROXIMATE TIME / DIRECT SUN OR SOFT LIGHT

When do the living room, main bedroom and outdoor spaces look their best? Note approximate hours and window direction if known, or write "not sure". Zak will help assess the timing.

PRIVACY EXCLUSIONS, PETS, READINESS & OTHER PRACTICAL NOTES

Next step: send your brief to yitrophoto@gmail.com or contact Zak on +972 54 239 8889. Scope, availability, price and delivery are agreed before the shoot.