

FOR ARIZONA LISTING AGENTS

The Shoot-Ready Home Guide

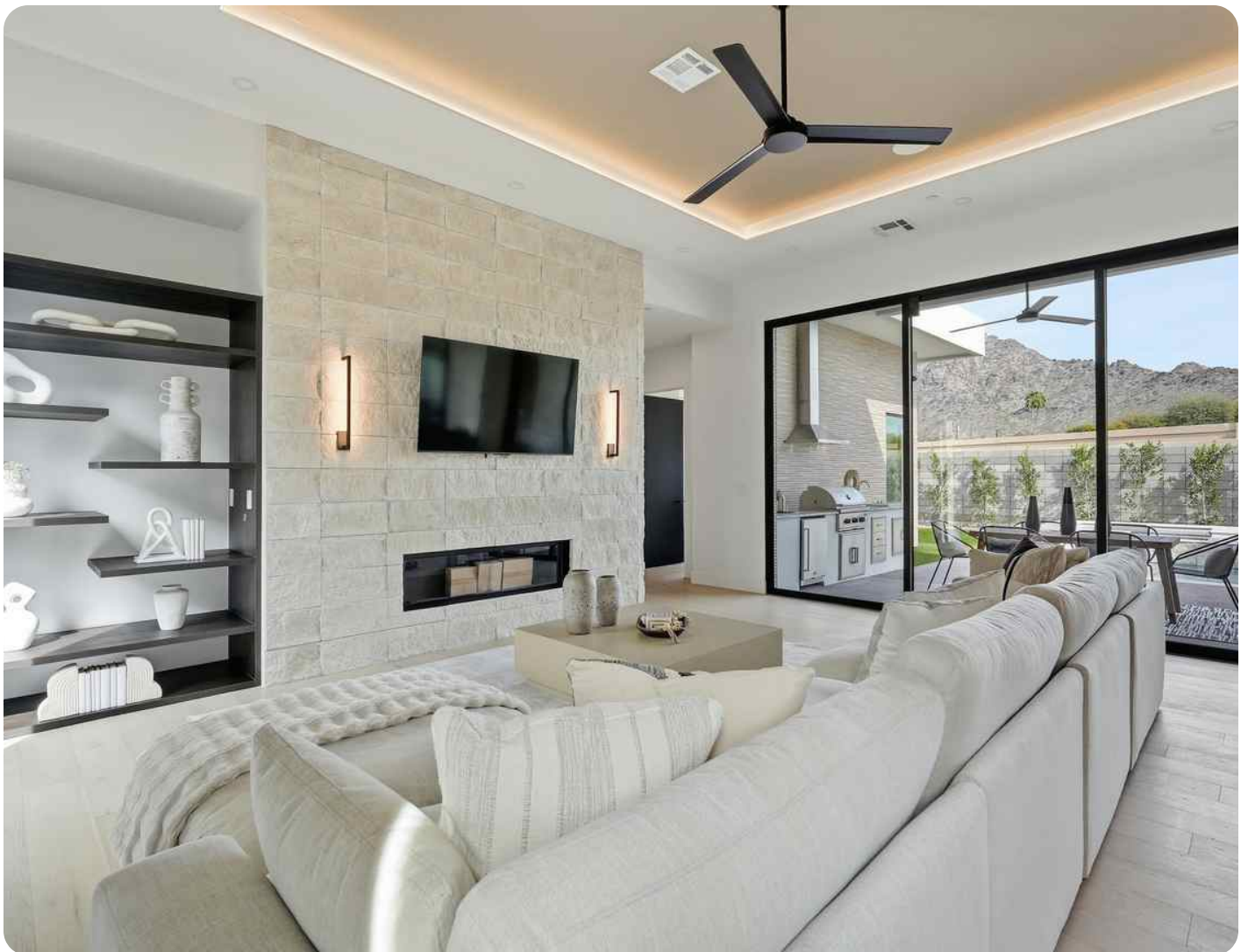
A forwardable prep system that gets any seller shoot-ready in 90 minutes, plus the exact scripts that say the awkward part so you never have to.

The 90-minute countdown

Room-by-room triage

4 fill-in scripts

Every stat sourced



WHY THIS MATTERS

Why 90 minutes moves money

The photographer arrives on time. The seller did not, and now you are marketing someone's laundry through the only week that matters: a listing's views halve by day two and drop to a quarter by day seven (Redfin, 2019). This guide exists so that morning never happens to you again.

Redfin, 2019: analysis of 1.2 million listings

83%

of buyers' agents said staging made it easier for buyers to visualize the home as theirs

NAR 2025 Profile of Home Staging

49%

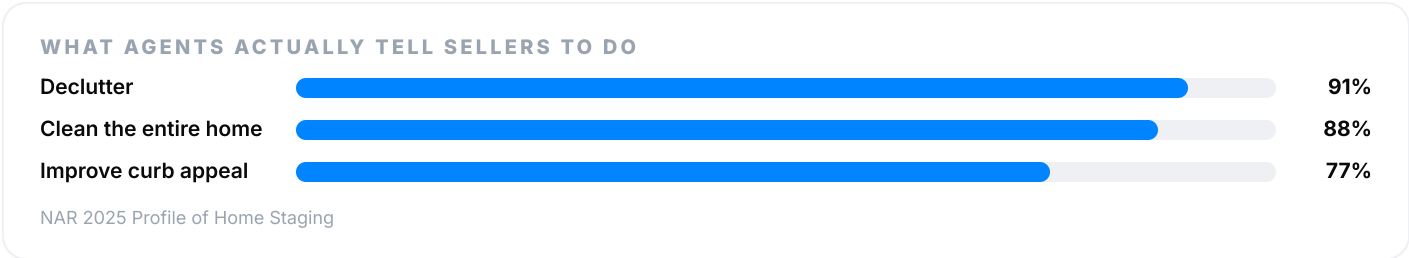
of sellers' agents reported staging cut time on market

NAR 2025 Profile of Home Staging

\$0

cost of the 90-minute prep in this guide; a professional stage runs a median \$1,500

NAR 2025 Profile of Home Staging



PREP IS THE MAINSTREAM PLAY

51% of sellers' agents do not stage at all, but they still tell sellers to declutter and make repairs (NAR 2025 Profile of Home Staging). Prep is the floor every seller can afford; staging is an upgrade decision on top of it. And prep pays where it counts: homes that go pending in week one are 2.6x as likely to sell above list, 44% versus 17% (Zillow, April 2026). The week-one plan itself is a separate free guide, The Listing Launch Playbook, at listerpros.com/playbook.

THE TRIAGE

Where the 90 minutes goes

You do not have time to make the whole house perfect, and you do not need to. Point the 90 minutes where the industry points its staging money, and where the camera actually looks.

ROOMS THE INDUSTRY STAGES FIRST



NAR 2025 Profile of Home Staging: rooms most commonly staged

The wide lens grabs everything

A wide-angle shot pulls in the edges of the room your eye ignores: cords, bins, the pile by the door. If it is within six feet of a wall, it is in the photo.

Carry rooms come first

Living room, primary bedroom, dining, and kitchen build the listing card. Give them the minutes. A cluttered guest room costs you little; a cluttered kitchen costs you the scroll-stop.

Mess survives the thumbnail

At phone size nobody can read your remarks, but a crowded counter reads instantly. Detail disappears when photos shrink; clutter does not.

Triage, not renovation

Repairs, paint, and the landscaper happen the week before. Shoot morning is 90 minutes spent only on what the camera will see.

THE PHONE TEST

Craft rule, not research: stand in each doorway and shoot the room with your phone. 70% of buyers shopped for their home on a phone (NAR 2025 Profile of Home Buyers and Sellers), so judge every room at the size buyers will. Whatever bugs you at thumbnail size will bug them. Fix that thing first.

ROOM BY ROOM

Inside: the rooms that sell the house

This is the forwardable core. Sellers do not need theory; they need a short list per room and the one thing everyone forgets.

ROOM	BEFORE THE SHOOT	EVERYONE FORGETS
Kitchen	Counters down to one to three items. Fridge face bare. Sink empty and dry, towels folded, trash hidden.	Small appliances. Three max; the toaster reads huge in a wide shot.
Bathrooms	Counters cleared. Toilet lids down. Fresh towels only, floor mats up.	Glass showers. Bottles, razors, and squeegees show right through.
Primary bedroom	Bed made hotel-tight. Nightstands down to a lamp and a book. Floors clear.	Cords and chargers. They dangle off every nightstand in every frame.
Living and dining	Pillows squared, throws folded, remotes and consoles hidden. Table bare or set simply.	Mirrors and TV screens. Both reflect whatever the room is hiding.
Whole house	Blinds open, every bulb working, fans off, pet gear up, bins out of sight.	Closet floors. Buyers open every photo, and some crews shoot walk-ins.

- 1**Light is the shoot.** Every bulb working and one color temperature, warm or cool, not both. Blinds open, ceiling fans off; a spinning blade blurs in every frame.
- 2**Depersonalize for privacy first.** Family photos, kids' names and schedules, medications, and valuables come out of frame. Listing photos live online indefinitely, so this is a security habit, and it also helps buyers picture their own life in the rooms.
- 3**The photographer photographs.** Most crews will not tidy or move furniture; scheduling and insurance both say no. Ask yours what they will and will not touch, and assume the answer is nothing.
- 4**When in doubt, take it out.** Empty corners photograph as square footage. If a thing does not make the room better, the camera will make it worse.

THE HONEST PART

No research prices a spotless kitchen: every staging and prep number in this guide is agent-reported perception, not a controlled study. What the surveys show is direction: 91% of agents tell sellers to declutter, and 83% of buyers' agents say staging helps buyers picture living there (NAR 2025 Profile of Home Staging). AI can erase the mess from a photo, but not from the showing, and altered images now carry disclosure rules. The cheapest edit in real estate is still a laundry basket, moved 30 minutes before the shooter arrives.

THE ARIZONA PAGE

Outside: curb, pool, and desert light

National checklists tell sellers to rake leaves. In Phoenix and Tucson you rake gravel, clear the pool, and let the photographer worry about hard desert sun and west-facing backyards. The seller's only job is ready by [time].

- ☐ Cars off the driveway and the street out front
- ☐ Hoses coiled, tools and toys put away
- ☐ Floats and pool toys corralled or hidden
- ☐ Agave and bougainvillea trimmed off walkways and sightlines
- ☐ Porch and landscape lights working
- ☐ Trash bins in the garage, garage doors closed
- ☐ Skimmer basket, vacuum hose, and pool robot out of the water
- ☐ Gravel raked, post-monsoon weeds pulled
- ☐ Patio furniture squared, cushions dusted or hosed

★ The pool is a hero shot

Buyers in both metros scroll for the pool. Clear the waterline: skimmer basket, hoses, and robot out, toys corralled, umbrellas up or down per the photographer's call.

Wins: [any listing with water](#)

🕒 Monsoon dust is real

From roughly mid-June through the end of September, a 10-minute hose-down earns its minutes: patio furniture, pool deck, exterior windows, cushions. The camera finds the film even when your eye does not.

🌵 Rake rock, not leaves

Desert landscaping preps differently: rake the gravel smooth, pull the weeds the last storm planted, and keep anything spiky out of the walking lines. A raked yard photographs like a groomed one.

🔑 Vacant still needs prep

Snowbird and vacant homes fail quietly: dust film on counters, dead bulbs, a stuffy closed-up interior. Have someone run this checklist, set the AC before the crew arrives, and keep the landscaping alive.

Wins: [winter listings, out-of-state owners](#)

FIX IT IN THE HOUSE, NOT IN PHOTOSHOP

Under ARMLS rules updated May 2026, altered listing media must carry the system watermark and be paired with the original image, with \$200 fines starting December 2026. Brightness, color, crop, and sharpening are fine; removing real objects is where disclosure starts. Blurring a neighbor's yard sign needs no disclosure, cloning it out does. Tucson runs on MLSSAZ and its policy differs, so check current MLSSAZ policy before editing anything. The safe play is the driveway, not the edit.

SHOOT WEEK

The countdown

Every prep list says what. Almost none say when, in what order, for how long. This is the missing budget: two setup checkpoints, then 90 timed minutes on shoot morning. Print it, forward it, tape it to the fridge.

T-7

One week out

Swap dead bulbs and match color temperatures, knock out small repairs, book the landscaper, and confirm the shoot window with your photographer.

T-1

The night before

Full declutter pass, laundry done and put away, dishes run and racked away, and a plan for where the cars, the kids, and the dog go in the morning.

0:00

Kitchen

Counters down to one to three items, fridge face bare, sink empty and dry, towels folded, trash out of sight.

0:20

Primary bed and bath

Bed made hotel-tight, nightstands down to a lamp and a book, bathroom counters bare, toilet lid down, shower glass cleared.

0:35

Living and dining

Pillows squared, throws folded, remotes and consoles hidden, cords tucked, dining table bare or set simply.

0:50

Exterior and pool

Cars off the driveway, bins in the garage, pool gear out of the water, toys corralled, gravel raked.

1:05

Pets, cars, final sweep

Bowls, beds, and litter hidden, dog offsite or crated out of frame, every car gone, doors and drawers closed.

1:20

The phone test

Shoot every room from its doorway with your phone. 70% of buyers shopped on a phone (NAR 2025 Profile of Home Buyers and Sellers): whatever bugs you at that size bugs them. You have 10 minutes to fix it.

THE LAST 10 MINUTES

Toilet lids down

Every light on, lamps included

Trash cans out of frame

Garage doors down

Driveway and curb empty

Ceiling fans off

Pet bowls and beds up

TVs off, screens wiped

Shower glass squeegeed

Porch light on, doormat squared

THE SCRIPTS

Send it: scripts for the awkward part

You cannot tell someone whose listing you just won that their house is messy. 80% of sellers contacted only one agent (NAR 2025 Profile of Home Buyers and Sellers): the relationship is days old and the trust is thin. So do not say it. Send it, and let the guide do the talking.

From: You · To: Your seller · The day the shoot is booked

Photos are [day]: your 90-minute checklist

1. Hi [first name], photos are locked for [day] at [time].
2. Attached is the prep guide I give every seller. The photographer does not tidy or move furniture, so whatever the camera sees at [time] becomes the listing.
3. It takes about 90 minutes, and the countdown page tells you the order.
4. Text me a photo of any room you are not sure about and I will call it.

Send it the day the shoot is booked, not the night before. The seller needs the T-7 checkpoint.

THE DAY-BEFORE TEXT

Quick reminder for tomorrow: the photographer arrives at [time]. The big three are counters clear, blinds open, cars off the driveway. Send me a photo of any room tonight and I will give you a yes or a fix.

WHEN THEY ASK: WHERE DOES THE DOG GO?

Best case: [doggy daycare / a neighbor / a friend] for the morning. If they stay, crate them in the garage or a corner of the yard out of frame, and stash the bowls, beds, and litter box. Keep them away from windows during exterior shots; a dog at the glass photobombs more listings than you would think.

WHEN THEY ASK: SHOULD WE HIRE A STAGER?

This checklist is the free version: the top advice agents give sellers is declutter and deep clean, 91% and 88%, and a professional stage runs a median \$1,500, or about \$500 when the agent stages it personally (NAR 2025 Profile of Home Staging). Staging is an upgrade decision, not a requirement. Do the 90 minutes either way, and we can talk staging room by room.

WHY PREP BEATS A RESHOOT

There is rarely time to reshoot a cluttered listing: views halve by day two (Redfin, 2019), so the first set of photos is usually the only set that matters. If ListerPros shoots it, photos are back within 5 hours of the end of the shoot, guaranteed, so a morning shoot is in your inbox by afternoon and the listing launches on schedule.

PRINT IT, PIN IT, RUN IT

The shoot-ready checklist

- ☐ Forward the prep email the day the shoot is booked
- ☐ T-1: declutter pass, laundry away, car and dog plan set
- ☐ Blinds open, every light on, ceiling fans off
- ☐ Cars gone, bins hidden, garage closed, pool gear out
- ☐ Phone-test every room from its doorway
- ☐ T-7: bulbs matched, repairs done, landscaper booked
- ☐ Kitchen counters down to one to three items, fridge face bare
- ☐ Family photos, meds, and valuables out of frame
- ☐ Monsoon dust hosed off the patio, gravel raked
- ☐ Run the last 10 minutes grid, then hand over the keys



ListerPros

ListerPros has photographed Arizona real estate since 2013, for thousands of agents across Phoenix and Tucson. One visit captures photos, vertical video, aerials, 3D tour and floor plan, and everything is back within 5 hours of the end of the shoot. Guaranteed.

Every stat in this guide is sourced: the research named where it appears, 2019 to 2026. Sources on request. © 2026 ListerPros · Mesa, AZ

Book your next shootlisterpros.com**(480) 582-7767**

@listerpros on Instagram, Facebook and TikTok