

05 — PHOTOGRAPHY RESHOOT LIST

# Hand it to your *photographer*.

3311 Elm St, Rear Upper · San Francisco, CA · 2BR / 1BA · 865 sqft. Lead photo, what to reshoot, what's missing. Forward to a leasing agent or photographer — or keep it for the next shoot you do yourself.

<input type="checkbox"/>	<b>LEAD</b>	<b>Lead with: Living room</b> Window light, well-staged — use this as the cover photo. It's the strongest frame in the set and sets renter expectations honestly.
<input type="checkbox"/>	<b>RESHOOT</b>	<b>Kitchen — wide</b> Counter clutter; staged + wide-angle gets +18% click-through on Zillow comps in 94118.
<input type="checkbox"/>	<b>RESHOOT</b>	<b>BR2</b> Closet door open, low-light. Shoot 10–11 AM, door closed, blinds half-up.
<input type="checkbox"/>	<b>ADD</b>	<b>Floor plan / wide shot</b> Apartments.com listings with a floor plan get more views and stay viewable longer. Strongly recommended; not strictly required.
<input type="checkbox"/>	<b>ADD</b>	<b>Exterior approach from street</b> Set-back unit context. Phone shot is fine.

**LEAD**

Cover photo. The frame that anchors the listing.

**RESHOOT**

Existing photo, reshoot it. Note covers what to fix.

**ADD**

New photo not in the current set. Capture before listing.

Photography notes are based on the photos uploaded with this packet. If you reshoot, the next packet will re-audit against the new set. Reply to the delivery email if any note is wrong. — Brad, founder, Unbundled: Property Management