

MARKETING MEETING

NOVEMBER 18TH

**LISTING MEDIA DAY
CHECKLIST, REMINDERS
& MONTHLY MEDIA DAY**

MEDIA DAY CHECKLIST FOR AGENTS

SET EXPECTATIONS WITH THE PHOTOGRAPHER

- Communicate your exact media needs
- Share a written shot list (exterior, each room, detail shots) and deliverables (photos, reel, drone, floor plans, twilight)
- Confirm video orientation needs if applicable (vertical for Reels; horizontal for MLS and YouTube)
- Establish a weather backup plan (especially for drone or twilight shoots)
- Confirm turnaround time and file delivery method

MEDIA DAY CHECKLIST FOR AGENTS

SET EXPECTATIONS WITH THE SELLER

- Verify permissions: HOA/condo rules, drone restrictions, tenant notice, alarm codes, pets, and parking
- Confirm media day date and time
- Send the seller the Media Day Prep Checklist
- Communicate that you'll arrive 20 minutes early to ensure the home is camera-ready
- Ensure no other vendors (cleaners, stagers, landscapers, etc.) are scheduled during the shoot

MEDIA DAY CHECKLIST FOR AGENTS

BEFORE YOU ARRIVE

- Bring any fresh flowers or seasonal touches that could enhance the visuals
- Communicate any last-minute changes with both the seller and the media team

MEDIA DAY CHECKLIST FOR AGENTS

WHEN YOU ARRIVE

- Arrive 20 minutes before the photographer
- If you move anything, take reference photos so you can replace later
- Quick prep sweep: Lights on, Ceiling fans and TVs off, Blinds set uniformly (open for good views; closed if not)
- Hide bins, pet bowls, sponges, soaps, toothbrushes, and visible cords
- Kitchen: clear counters, straighten stools
- Bedrooms/Baths: smooth bedding, align pillows, hide hampers/bath mats (unless styled)
- Living Areas: fluff pillows, declutter, straighten décor
- Exterior: move cars, tuck bins/hoses, sweep walkway or porch, close garage, straighten outdoor furniture
- Privacy & Safety: remove mail with addresses, medications, valuables, and family photos
- Pets: secure away from filming areas
- Do one final walkthrough before the photographer starts

MEDIA DAY CHECKLIST FOR AGENTS

WHILE YOU ARE THERE

- Coordinate the shot sequence with the photographer (interior → exterior → drone/twilight)
- Post a photo or video to your Instagram/Facebook Story: “Media Day in [Town]” or “Coming Soon in [Town]”
- Capture vertical video clips for a reel
- Short, steady, slow shots
- Include full rooms and detail shots (fixtures, finishes, etc.)
- Suggested rooms if you are only choosing a few: kitchen, dining room, living room, primary bedroom, bathroom, finished basement
- Avoid shadows or reflections from your body or phone
- Record one clean exterior video from the front lawn or street
- Confirm all priority shots from your list are captured before wrapping
- If you moved anything, put it back in place
- Lock up: doors/windows secured, alarm reset, key returned, lockbox locked

MEDIA DAY CHECKLIST FOR AGENTS

AFTER YOU LEAVE

- Communicate with the seller that the shoot is complete
- Notify Justine and Lauren when to expect the media delivery
- Create a reel with the clips you filmed or send them to Julia for editing
- Draft your listing caption while details are fresh, highlight standout features and note anything not visible in photos (ex. “on a cul-de-sac”, “quiet street”)

MEDIA DAY CHECKLIST FOR AGENTS



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MEDIA DAY CHECKLIST FOR SELLERS



MEDIA DAY CHECKLIST

GENERAL PREPARATION

- ☐ Ensure no other vendors (cleaners, stagers, landscapers, etc.) are scheduled during the shoot
- ☐ Plan to leave the home during media day so the photographer can work efficiently
- ☐ If you have pets, plan for them to be removed or safely secured away from filming areas

INTERIOR

- ☐ Declutter all visible surfaces (mail, personal items, chargers, toys)
- ☐ Confirm all light fixtures work and replace burnt-out bulbs
- ☐ Clean windows (inside and out) for a spotless look
- ☐ Hide personal photographs, family photos, and visible medication containers
- ☐ Remove or relocate pets, bowls, toys, and beds; secure pets off property if possible
- ☐ Floors: vacuum carpets, sweep hard floors, remove throw rugs (unless styled and flat), and dust all surfaces
- ☐ Kitchen:
 - ☐ Clear counters of small appliances (toasters, mixers, coffee makers)
 - ☐ Remove fruit bowls unless styled
 - ☐ Hide dish racks, sponges, cleaning supplies
 - ☐ Remove refrigerator magnets, photos, and papers
- ☐ Bathrooms:
 - ☐ Clear counters of personal items (toothbrushes, razors, lotions, air fresheners)
 - ☐ Hide trash cans and plungers
 - ☐ Ensure mirrors and glass are streak-free
 - ☐ Use matching, neutral towels if possible
- ☐ Bedrooms:
 - ☐ Make beds neatly with smooth bedding and a few neutral decorative pillows
 - ☐ Remove clutter, toys, and personal items
 - ☐ Clean under beds; no visible storage
- ☐ Living/Family Rooms:
 - ☐ Remove excess décor and stacks of magazines
 - ☐ Hide visible cords
 - ☐ Tidy shelves
 - ☐ Turn off TVs and screens
- ☐ Décor Tip: a simple vase of flowers or bowl of fruit can add a fresh accent

EXTERIOR

- ☐ Move cars from driveway and immediate street view
- ☐ Hide clutter from the front of the house (bins, hoses, garden tools, toys, bikes)
- ☐ Mow and trim lawns; sweep walkways, patios, and porches
- ☐ Clean pool/spa if applicable; remove cleaning poles, balance water, or cover neatly
- ☐ Arrange outdoor furniture neatly; remove worn cushions; straighten umbrellas
- ☐ Turn off sprinklers before the shoot to avoid puddles

DAY-OF FINAL TOUCHES

- ☐ Turn all lights on throughout the home
- ☐ Turn ceiling fans off (to prevent motion blur in photos)
- ☐ Turn computers and TVs off
- ☐ Open all blinds and curtains
- ☐ Close toilet lids
- ☐ Move cars; ensure driveway and front of house are clear
- ☐ Close garage door
- ☐ Hide trash cans and garden hoses from view
- ☐ If it's a twilight shoot, make sure the pool/spa and exterior lighting are on
- ☐ Disarm alarms or ensure access is available for the media team during the shoot


AFTER MEDIA DAY

- ☐ Avoid major furniture rearrangements so your home matches the photos and video buyers will see online
- ☐ Keep the property in show-ready condition for upcoming showings and open houses

GRATITUDE VIDEO

- Film a vertical video of yourself on your phone
- Your kids, dogs, cats, etc. can be in it
- Say “My name is X and I am grateful for X”
- Send your video to Julia for a Thanksgiving reel
- These are due by **TONIGHT**
- If you would like help, film with marketing **TODAY**


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Residential Sales
Caroline Leitao
The Fitzpatrick Team
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Residential Sales
Elizabeth Allen
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LANDING PAGE EDITS

- Send any bio updates to Kayla
- Send any review updates to Kayla
- Schedule time with Julia to record new buyer and seller videos
- Do this week, please!

VOTE FOR BEST OF NEWPORT COUNTY

- REMAX Results and Tyler Bernadyn



TEMPLATES TO PROMOTE ON SOCIAL

NEWPORTLIFE

MAGAZINE



BEST

of Newport County

REMAX RESULTS

(THE FITZPATRICK TEAM)

REAL ESTATE AGENCY

TYLER BERNADYN

REAL ESTATE AGENT



REMAX
RESULTS

FITZPATRICK TEAM

NEWPORTLIFE

MAGAZINE



BEST

of Newport County

REMAX RESULTS

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REMAX
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FITZPATRICK TEAM



**TEAM PHOTO &
MONTHLY MEDIA DAY**

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