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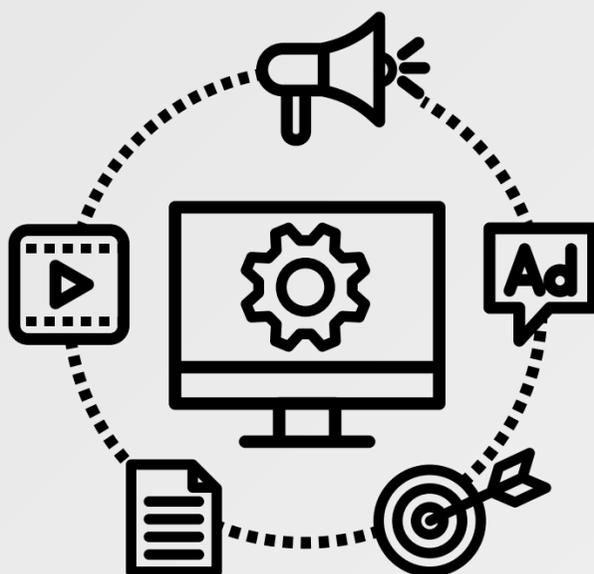


**StyleLIST**

**FREE GUIDE:**

**How to prep and sell  
homes in any market**

**StyleLIST**  
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## Media Day Checklist for Realtors Preparation Phase:

### ● Confirm Appointments 📅:

Ensure all appointments with professional photographers and videographers are confirmed well in advance.

### ● Final Walkthrough & Depersonalization 🔍:

Conduct a comprehensive walkthrough of the property. Verify that:

- Every room is impeccably styled.
- All garbage and personal care items are removed.
- Counters are clear (except for tasteful decor).
- The home is fully depersonalized by removing personal photographs and clutter.
- Pets and their belongings are put away and out of sight.
- Any cars are removed from the driveway.

### ● Check Lighting 💡:

Confirm that both natural and artificial lighting are optimal in every room. Ensure the luminance

and light temperature are consistent to open up the space.

### ● Review Styling & Decor 🎨:

Double-check that each room is styled as planned and that every detail is in place to make the home inviting.

### ● Prepare Outdoor Spaces 🌳:

Ensure that the exterior is well-maintained. This includes tidy lawns (or timely snow removal when necessary), clear pathways, and excellent curb appeal.

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## During Media Day:

### ● Guided Tour 🚶:

Walk the media team through the property, highlighting key features and styled elements in each area.

### ● Monitor Details 👁️:

Stay alert to any needed adjustments—whether it's repositioning decor or tweaking the lighting on the spot.

### ● Immediate Feedback 🗣️:

Encourage the photographer or videographer to provide on-the-spot input to capture the best angles and moments.

## Post Media Day:

### ● Review Captured Media 🖼️:

Schedule time with the media team to carefully review the photos and videos.

### ● Select Best Shots 🌟:

Identify and choose the images that best highlight the property's strengths and styled features.

### ● Plan Distribution 📣:

Prepare to showcase these visuals in MLS listings, on social media, and through other marketing materials.

### ● Coordinate Retakes if Needed 🔄:

If any shots require adjustments or additional angles, coordinate promptly for retakes.

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We hope this guide has sparked fresh ideas and provided practical tools to transform your listings into unforgettable experiences. At StyleLIST, we believe that styling isn't just decoration—it's about creating a space where buyers can envision their future. We're excited about the possibility of joining forces with you, contributing to your success, and helping get homes sold.

Let's make something extraordinary together. If you have any questions or want to explore collaboration, please don't hesitate to reach out.



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