ESTATE AGENCY LAUNCH PROGRAMME · PREPARE THE LISTING: PHOTOGRAPHY, FLOORPLAN AND EPC

Listing preparation checklist

The media to order, the EPC rule to get right, and how to get a home photo-ready before the shoot. Prices are indicative, so get local quotes.

01 Media to order

Book these before the property goes live. Every price here is a rough figure, so get quotes on your patch.

- [ ] Professional photography: a combined photo and floorplan package runs around £100 to £175 on an average home.
- [ ] Floorplan, if it is not already in the package: buyers expect one, from around £75.
- [ ] Extras worth weighing up: drone shots for larger homes, twilight photos, or a short video walkthrough.

02 The EPC: commission it before you market

This one is a legal requirement, not a nicety.

- [ ] Commission the Energy Performance Certificate before the property is marketed, not after it goes live.
- [ ] Budget roughly £60 to £120, and get a quote, as figures vary. A rough figure.
- [ ] An EPC lasts ten years, so check whether the property already has one still in date.

03 Get the home photo-ready (seller guide)

Send this to the seller a few days before the shoot. The camera shows everything.

- [ ] Declutter surfaces, worktops and floors, and put personal clutter out of sight.
- [ ] Deep-clean, especially kitchens and bathrooms, and open blinds for natural light.
- [ ] Tidy the garden and the frontage, and move bins and cars out of shot.
- [ ] Fix the small stuff: dead bulbs, tired paint, and anything that photographs as neglected.

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