

Setting the house for guests

How to photograph a vacation rental that books

A listing photo has to sell a house once. A rental photo has to sell the same house every weekend, to someone comparing forty others on their phone.

TIME ON SITE

90 minutes to 2 hours, more than a listing shoot

PHOTOS

35 to 45, guests scroll further than buyers

BEST ADD ON

Twilight, \$200, for the pool and patio

DELIVERY

24 to 48 hours

- ☐ Beds made with matching linen, no mismatched pillowcases
- ☐ Every bed shown, including sofa beds and bunks
- ☐ Towels folded and stacked, one set per bathroom
- ☐ All blinds open, every ceiling fan off
- ☐ Pool skimmed, filter cleaned, water topped up
- ☐ Patio cushions on, umbrella open, loungers squared
- ☐ Outdoor lighting tested for the twilight frames
- ☐ Grill cleaned, cover off
- ☐ Games, bikes and pool floats out and visible
- ☐ Kitchen staged as if guests just arrived, kettle and mugs out
- ☐ Wifi router and cables tucked out of sight
- ☐ Every trash can emptied and moved out of frame
- ☐ Personal items removed, this is not somebody's home now
- ☐ Thermostat set, the shoot runs two hours

QUICK ANSWERS

How is this different from a listing shoot?

More time on site, more photos, and a different emphasis. Listings sell layout, so they favour wide clean rooms.

Do you shoot for Airbnb and VRBO specifically?

Yes. Files are delivered sized for both, with a horizontal cover frame that works in their thumbnail crops.

How many photos does a rental profile need?

35 to 45 for most homes. Airbnb and VRBO both reward complete galleries, and guests scroll much further than buyers do. A profile with twelve photos loses to one with forty, all else equal.

Can I use these photos if I sell the property later?

You get a licence to use them for that property, so using rental photos in a future listing is fine. I own the copyright, which is standard.

ALSO COVERED IN THE FULL GUIDE

- 01** Guests book differently to buyers
- 02** Guests count the beds before anything else
- 03** The pool is the product
- 04** Outdoor space counts as rooms
- 05** Stage it as arrived, not as lived in
- 06** Shoot the first photo last

Questions, or ready to book?

760-668-2125 · srecinosmedia@gmail.com
srecinosmedia.com · [@stevenrecinos_events](https://www.instagram.com/stevenrecinos_events)

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