

Vendor-Ready 3-Touch Check-In Process

For agents using the RE Photos Vendor-Ready System

Goal

Help sellers fully prep their home by giving them three simple, timed touchpoints around photo day.

Touch 1: Right after the listing is signed

Timing: Same day the agency agreement is signed

Channel: Email (with PDFs attached)

Purpose: Introduce the system and set expectations early.

Email template

Subject: Getting your home ready for photos at [ADDRESS]

Body:

Hi [Name],

Great to be working with you on [Address].

One of the biggest drivers of a strong campaign is how the home presents in photos and at the first opens. To make this easy, we use a simple Vendor-Ready System.

I've attached two short guides from our photography team at RE Photos:

- Vendor-Ready Prep Guide (what to do over the days before photos)*
- Vendor-Ready Photo Day Checklist & What To Expect (a one-pager for the morning of the shoot)*

The best results come when you work through the whole Prep Guide, but most owners find it easy to chip away at it over a few days.

I'll check in again closer to photo day.

[Signature]

Touch 2: A few days before photo day

Timing: 2–5 days before the shoot

Channel: SMS

Purpose: Reduce overwhelm and point them to the “big win” actions, without downplaying the rest.

SMS template

Hi [Name], it's [Agent] from [Agency]. Just checking in ahead of photos for [Address] on [Day].

Have you had a chance to work through the Prep Guide? The goal is to do as much of it as you can. If time's tight, start with the biggest wins – they make the most difference in photos:

- Clear kitchen benches, bedside tables etc.*
- Make all beds*
- Clear bathroom vanities*
- Hide bins and pet items*

After that, keep going down the list as you're able. Every extra bit you do helps your photos and your result.

If you feel you're going to be a long way off by [Day], let me know today and we can chat about options.

Touch 3: Day before photo day

Timing: 1 day before the shoot

Channel: SMS (plus attach / link the Photo Day Checklist)

Purpose: Final reminder and clear "do this tomorrow morning" list.

SMS template

Hi [Name], quick reminder your photo shoot for [Address] is tomorrow at [time].

I've attached the 1-page Photo Day Checklist from our photographers. If you tick through that in the morning (lights on, blinds open, benches and bedside tables clear, beds made, bathrooms cleared), you'll be in great shape for photos and the first opens.

If you're really not going to be ready, please tell me today so we can talk through options. Otherwise, we'll see you tomorrow.