

Coastal property shoot brief

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Before choosing a time

- Name the views and exterior features that matter. Identify where the sun will be for those angles and where reflections or glare may interfere.
- For tide-dependent scenes, check an official local tide source for the correct date and station. Record the source and the time zone.
- Confirm access, seller permission, privacy boundaries, pets and any restrictions. Keep a weather backup and a named contact.

Give the photographer a useful brief

- Property and date: [address / date]. Essential views: [list]. Main story: [verified feature]. Access contact: [name and agreed contact route].
- Timing constraints: [light / tide / access]. Priority rooms: [list]. Privacy exclusions: [list]. Backup date: [date]. Needed versions: [MLS / property page / vertical social].
- For drone work, ask the operator to confirm the flight is lawful and appropriate for the site, conditions and airspace. A desired shot is not clearance to fly.

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Show the relationship, not just the view

- Include an orienting image that helps a buyer understand where the property sits.
- Show the actual view from the relevant space when feasible. Keep location context distinct from property ownership or access claims.
- Do not infer lot lines from a photograph. Verify waterfront, beach access and boundary claims before adding them to media or copy.

Review before release

- Are the setting and interior represented consistently? Does the first image support the feature described in the listing?
- Can the viewer distinguish the property's features from nearby amenities? Are any map or boundary annotations backed by verified information?
- Confirm required corrections, delivery formats and the person responsible for publishing. Keep the approved brief with the final assets.