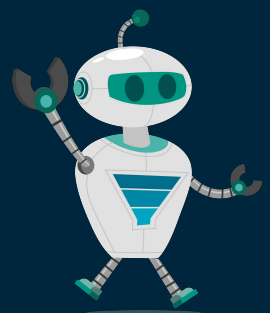


Shotlist Guide



READ ME FIRST 🙌

This guide helps you capture **clean, high-quality photos** we need to build strong ads, websites, and social content for your HVAC & Home Services business.

WHAT'S INSIDE?

This guide includes example photo ideas for the most common HVAC & Home Services.

👉 You don't need to have every service listed below. Just focus on the sections that apply to your business.

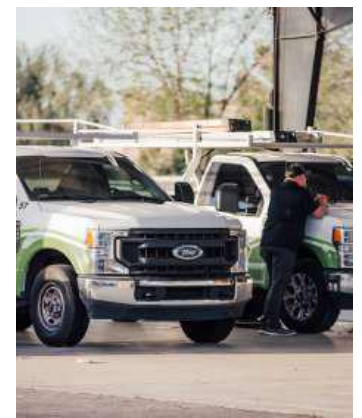
Services covered:

- Cooling (Air Conditioning)
- Heating (Furnaces)
- Heat Pumps
- Indoor Air Quality
- Water Heaters
- Plumbing
- Drain & Sewer
- Electrical

GENERAL RULES

- 🖥️ Shoot HORIZONTAL (1920×1080) for website HERO sections
- 📄 Name files using a clear structure — use descriptive, consistent naming
(example: *image_service_location*)
- 📱 Shoot VERTICAL (1080×1920) for ads & social content
- ☀️ Use natural light whenever possible
- 🧼 Clean uniforms, tools, and work areas
- 🚫 Avoid blurry, dark, or over-edited photos
- 👥 Real team & real jobs > stock photos

1. BRAND & TEAM SHOTS









2. COOLING (Air Conditioning)

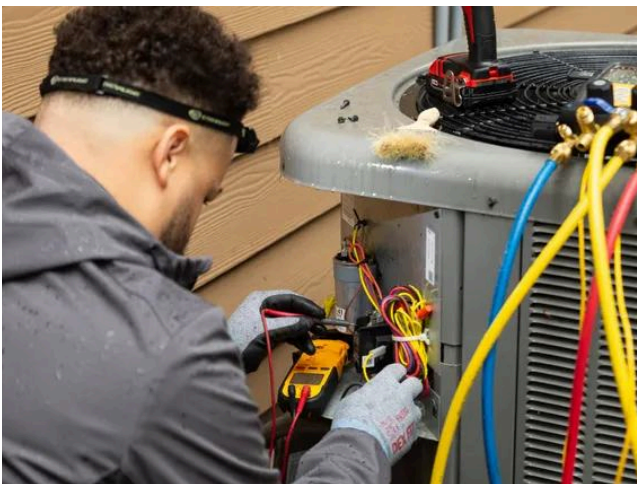
AC Install



AC Repair



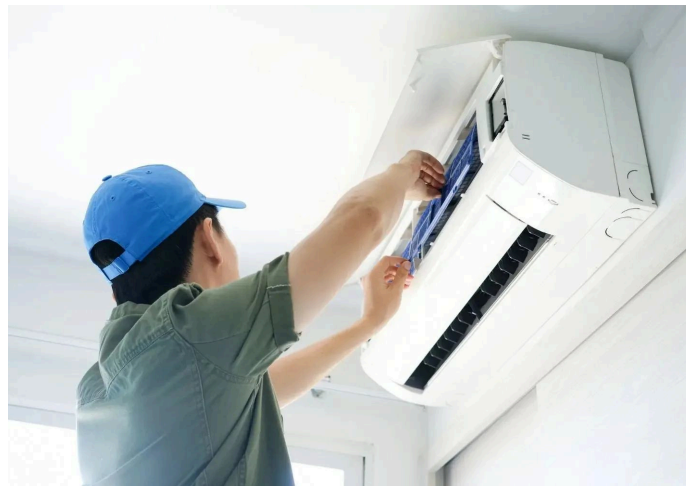
AC Maintenance



Mini-Split Install



Mini-Split Repair

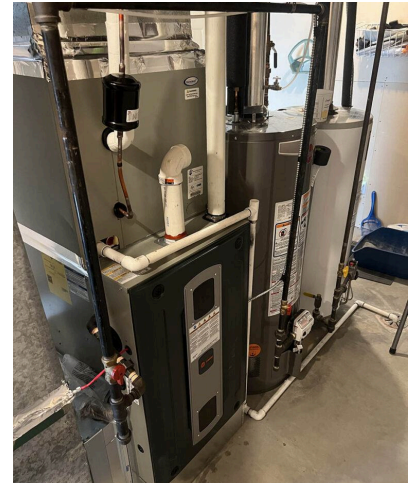


Full System Install



3. HEATING (Furnaces)

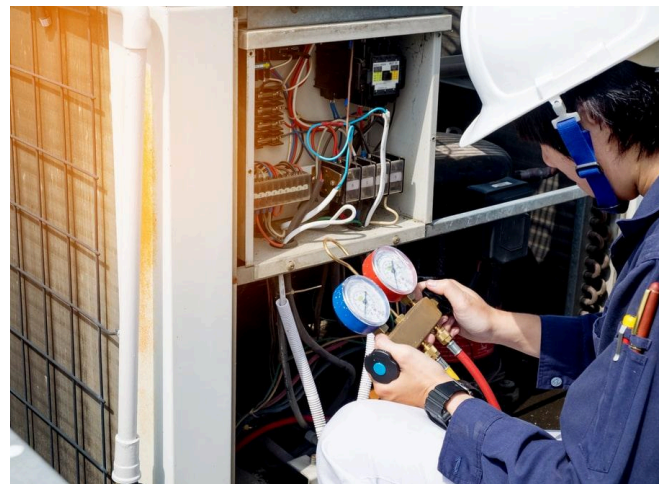
Furnace Install



Furnace Repair



Furnace Maintenance

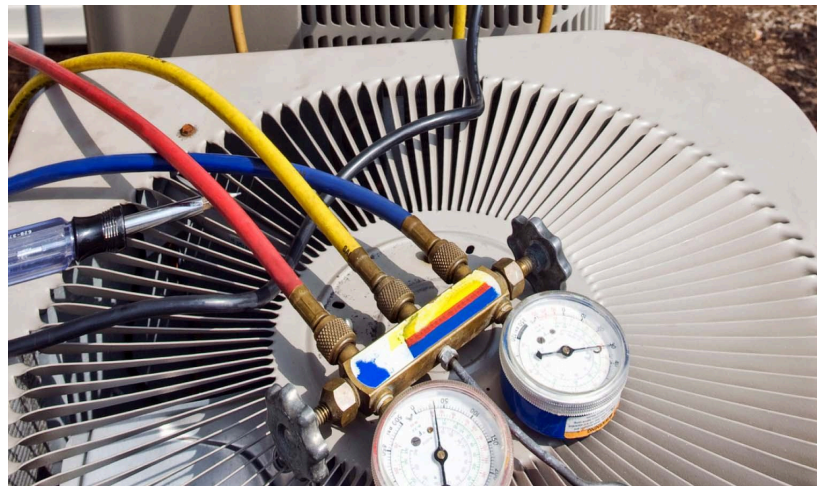


4. HEAT PUMPS

Heat Pump Install



Heat Pump Repair



Heat Pump Maintenance

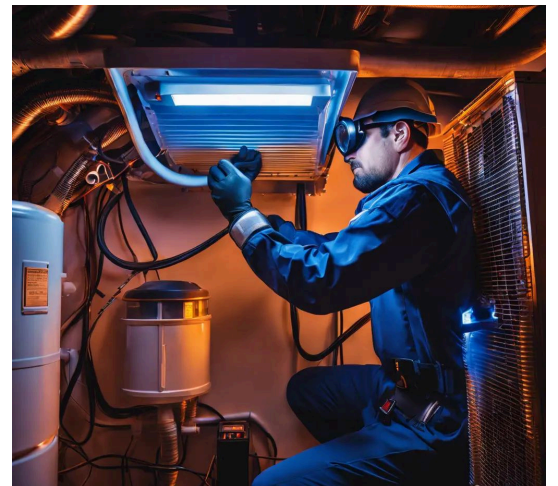


5. INDOOR AIR QUALITY

Air Purification System



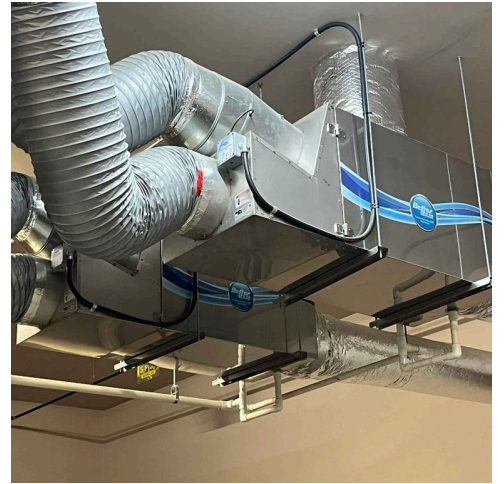
UV Light



Premium Filtration



Energy Recovery Ventilator



Whole Home Dehumidifier



Smart Thermostats



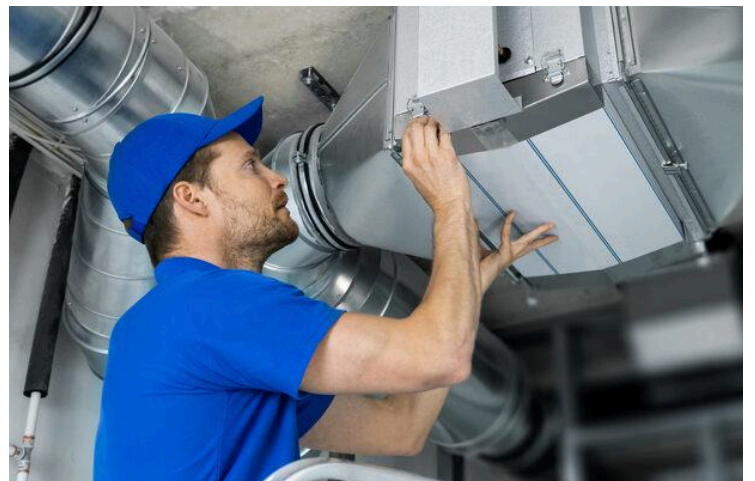
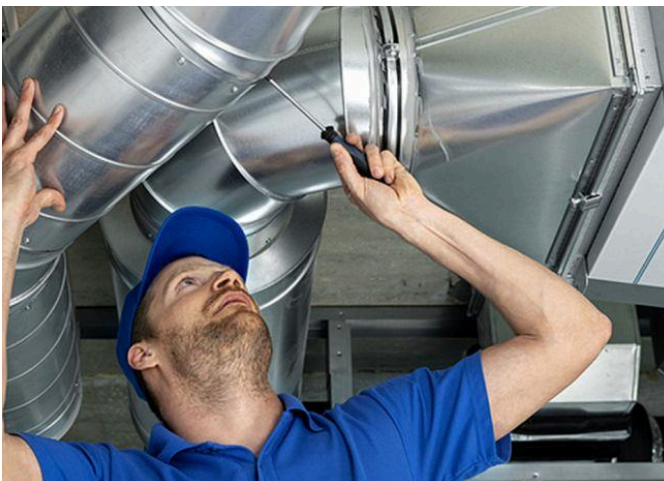
Attic Insulation



Solar Attic Fans



Re-engineering Ductwork



Duct Work Replacement



Duct Work Repair



6. WATER HEATER

Water Heater Install



Water Heater Repair



Water Heater Maintenance

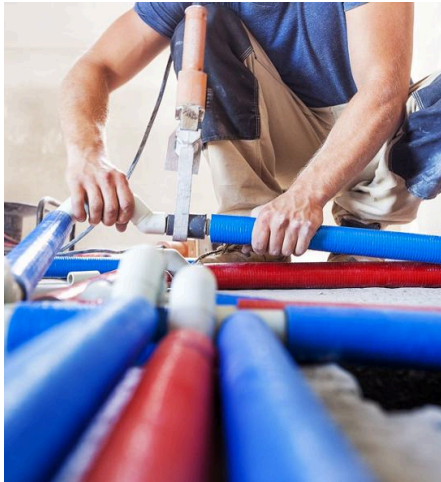


Tankless Water Heaters



7. PLUMBING

Re-Piping



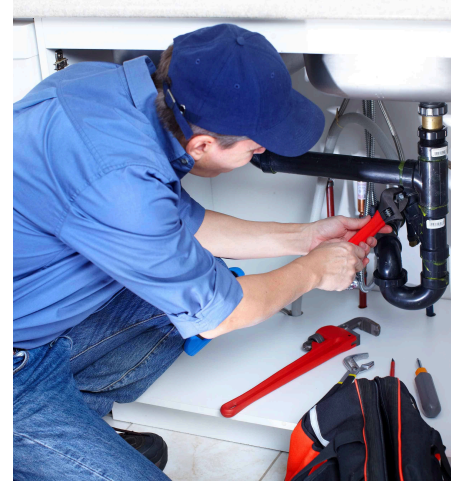
Slab Leaks



Pipe Repair



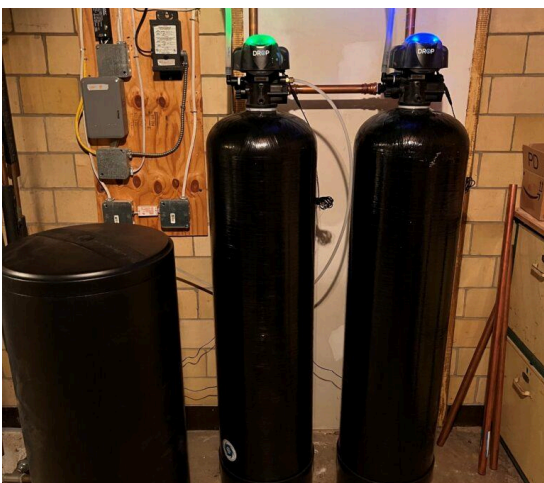
Plumbing Repair



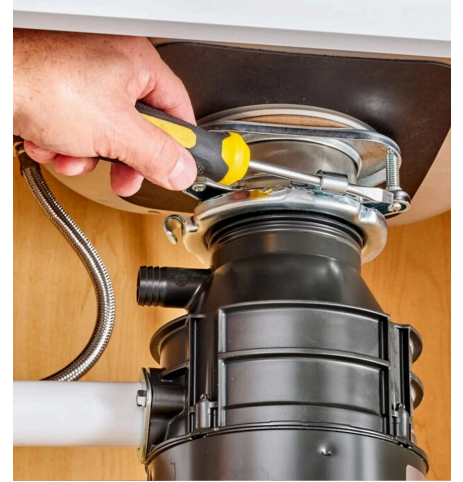
Water Quality & Filtration



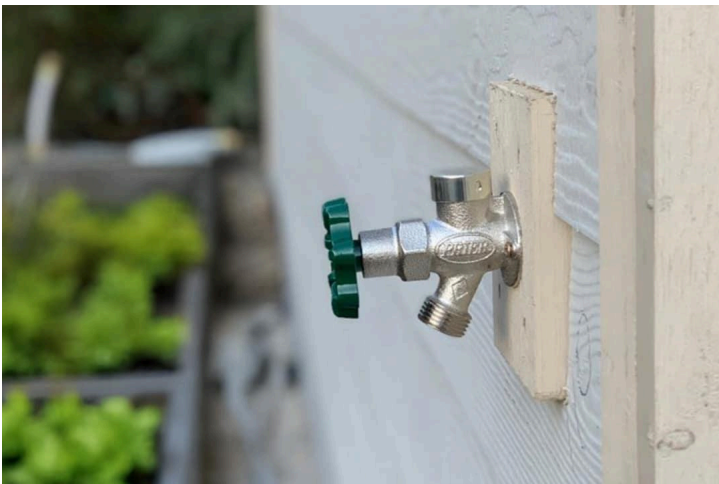
Water Softener Replacement



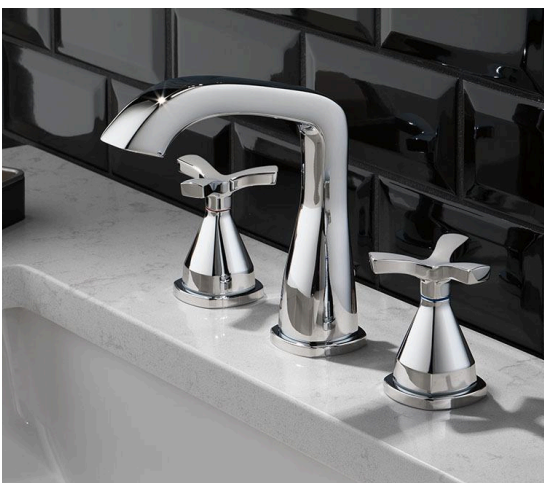
Garbage Disposal Replacement



Hose Bibs



Faucets And Fixtures



Toilet Replacement

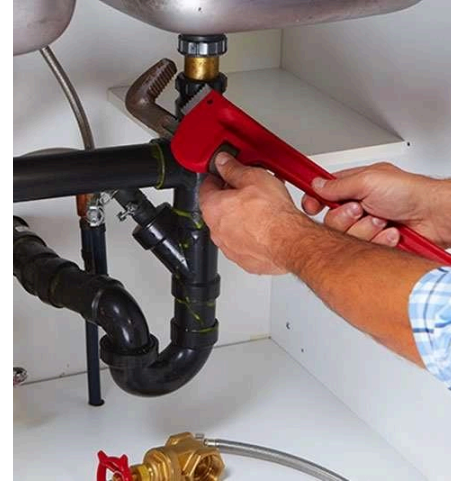


Bathtub Replacement



8. DRAIN & SEWER

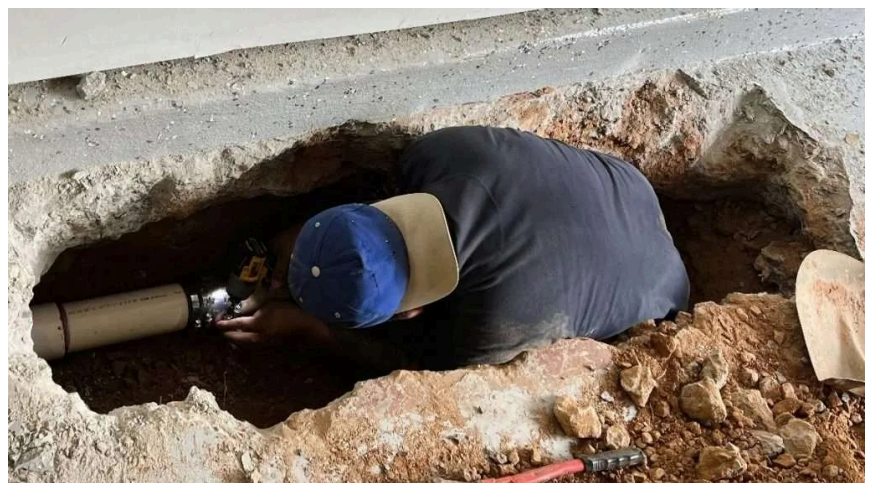
Drain Cleaning & Repair



Grinder & Sewer Ejection Pumps



Sewer Repair



Tunneling



Hydrostatic Testing



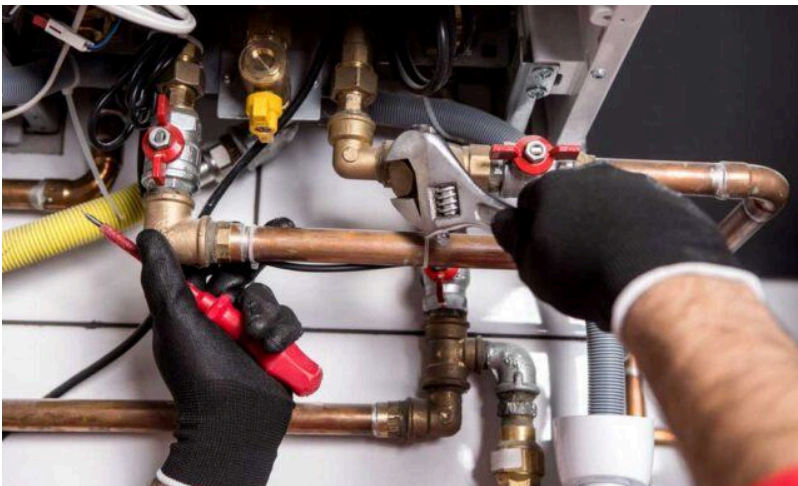
Septic Conversions



Leak Testing

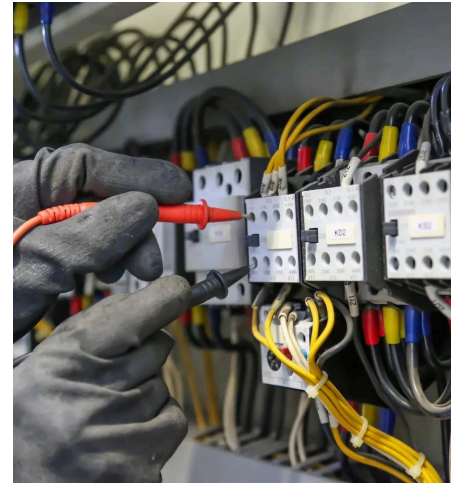


Gas Line Repair & Re-Pipe



9. ELECTRICAL

Electrical Repairs



Electrical Upgrades



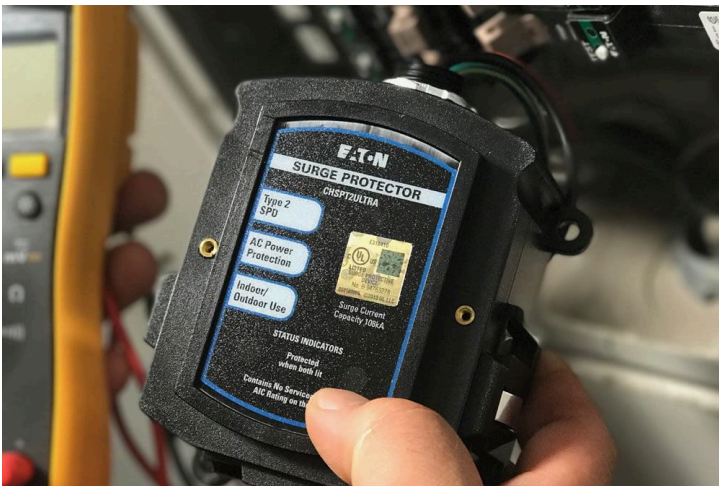
Lighting Installations



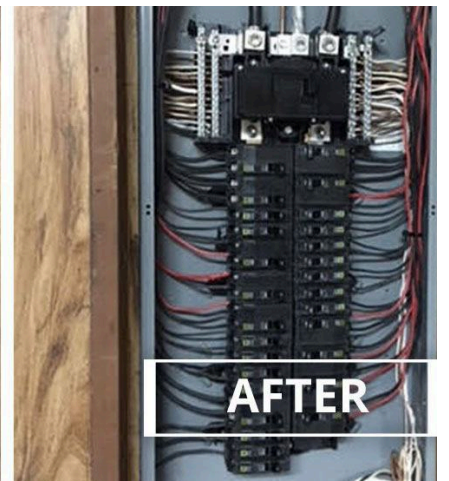
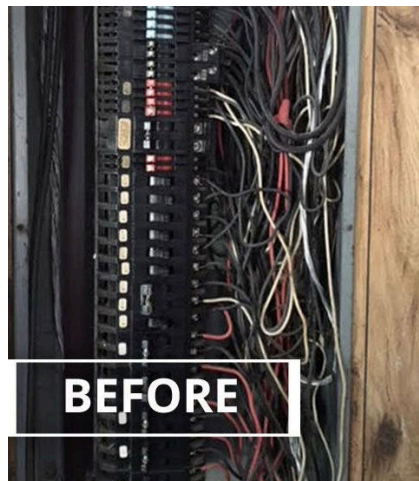
Switches & Outlets



Home Sure Protection



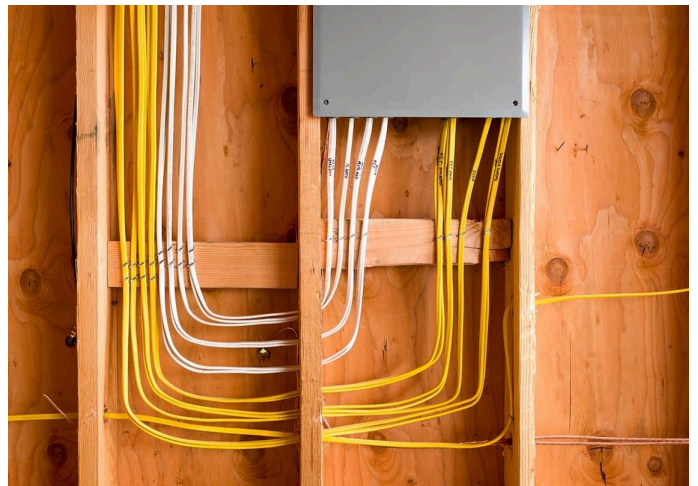
Electrical Panel Upgrade



EV Charger Install



Whole-Home Rewiring



Electrical Inspections



FINAL TIP ✨

When in doubt — take more photos than less. Variety helps us create better-performing marketing for your business.

Please note: the photos shown in this guide are for **reference only**. They are meant to demonstrate the type of shots we're looking for — you don't need to recreate them exactly. Focus on capturing real moments, real work, and your actual team.

Thank you for helping us make your brand look amazing!

Thank You!

