

A Guide to 360° Virtual Viewings

*An introductory guide to 360° Virtual
Viewings for all those involved in property
sales and lettings*

**Edward Sloan
Director**

A Publication of



iTourPro.com

Walkthrough tour creation

Contents

Chapter 1 - Introduction to 360°
Virtual Tours

Chapter 2 - What are the benefits of
360° Virtual Tours?

Chapter 3 - Are 360° Virtual Tours
expensive?

Chapter 4 - What equipment will I
need?

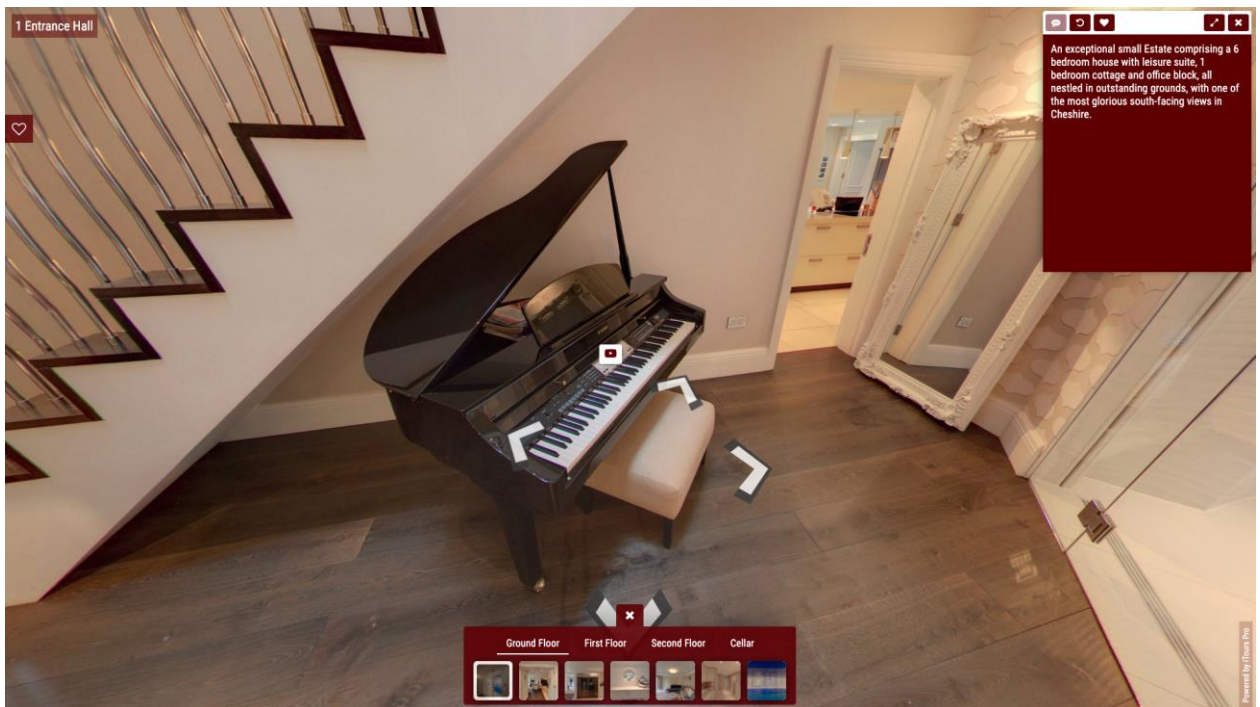
Chapter 5 - How do I create a 360°
Virtual Tour?

Chapter 6 - Getting Started



Introduction to 360° Virtual Tours

360° Virtual Tours are sometimes confused with video tours. Although both types of tours appear similar, video tours only allow users to see one point of view at any given time. 360° Virtual Tours, however, give the user the ability to see an entire panoramic scene and also provide the opportunity to navigate through a location with a much more realistic experience.



A recent survey suggests that **67%** would like to see more 360° Virtual Tour opportunities, **26%** are indifferent, and only **7%** feel that 360° Virtual Tours are not necessary. What this means is that customers truly appreciate 360° Virtual Tours.



Benefits of 360° Virtual Tours

The U.K Government is currently advocating Virtual Viewings. Safeguard your clients by introducing the perfect first viewing as a 360° interactive option. iTours Pro will provide your clients with the perfect first viewing in a safe, virtual and interactive environment.

- Keep in line with Government recommendations on property viewings.
- Enhance your property's presence with a full tour to experience the property in 360° providing a feel and initial viewing that photos alone cannot provide.
- Many potential buyers/tenants very quickly know at a physical viewing if a property is for them or not, and will quite often continue with the viewing as a matter of courtesy. Eliminate those viewings with an initial 360° Virtual Tour and be sure that physical viewings are by an interested party.
- Arranging a convenient time to view can also be an issue, with a 360° Virtual Tour, potential buyers/tenants can view at their/your convenience.
- Assisted tours – Using platforms such as Zoom, allows you to accompany potential buyers/tenants through the 360° Virtual Tour and fully utilise the sales opportunity.
- NO SHOWS – Reduce the frustration of vendors/landlords who meticulously prepare their property's for viewings only to find the potential buyers/tenants do not attend or very quickly decide the property is not for them.
- Offer 360° Virtual Tours as an extra to vendors/landlords outside of the sale agreement to generate additional income. Sell the tour as a separate product for an upfront fee.



Are 360° Virtual Tours Expensive?

Outsourcing 360° Virtual Tours can be expensive. A standard property usually has a starting point of eight rooms and research shows that to hire a professional photographer to shoot, create and publish a 360° Virtual Tour usually costs from £40 per ROOM. This equates to between £300 to £600 per property.



Using iTours Pro you can now shoot, create and publish a 360° Virtual Tour in-house and save literally thousands of pounds. In fact you can purchase a 360° camera, tripod and carry case (£199.99) direct from our website, then simply choose your preferred subscription package – prices start from just £9.99 per month. (Customer supplied 360° cameras can also be used with our subscription service).

Customised packages can also be supplied please contact our sales team to discuss your requirements.



What Equipment will I need?

There are only 3 pieces of equipment needed to create the images for your 360° Virtual Tour:

1. 360° camera
2. 360° Camera stand
3. Smart device i.e. Phone/Tablet

iTours Pro offer a mid-range 360° camera complete with mono-pod which will suit most all property shoots at an affordable price. Higher resolution cameras are available at additional costs.

A 360° camera has lenses mounted on both sides and allows you to capture a full 360° image in just one take. This is the easiest and quickest way to create a 360° Virtual Tour.

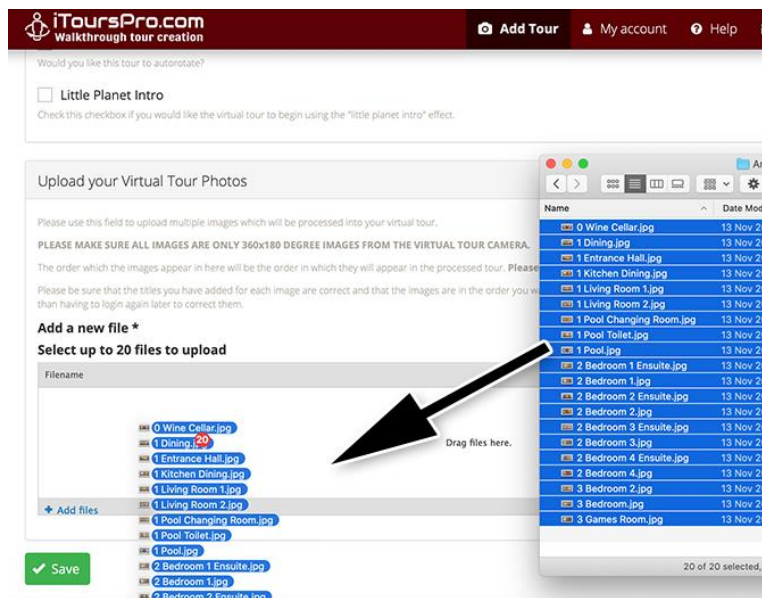
Once you've connected your chosen device to your 360° camera you are ready to shoot your 360° Virtual Tour.



Is it difficult to create?

Now you have your 360° images, simply :

1. Save to your desktop and rename the images, e.g. Entrance/Reception/Kitchen.
2. Log into your iTours Pro account.
3. Hit the Tab “Click here to upload tour”.
4. Open the folder with your saved images and drag across into the iTours Pro Virtual Tour Builder window.
5. Done!!



You have now created your 360° Virtual Tour and you will be emailed the URL link which you can now add to your Website, Property Portals and forward to your interested customers.



Getting Started

In a world that now has concerns and restrictions on movement **iTours Pro** gives you the ability to provide a 360° Virtual Tour for all of your property listings, no matter how big or small.

Click on the below link to your preferred plan

Landord
£9.99 + vat Per
Month
Host up to 10
virtual tours

Bronze
£19.99 + vat Per
Month
Host up to 10
virtual tours

Silver
£29.99 + vat Per
Month
Host up to 30
virtual tours

Gold
£39.99 + vat Per
Month
Host up to 40
virtual tours

(If you would like to add hardware to your subscription you can purchase this at the checkout).

