

Virtual tour preparation checklist

Want a virtual tour that makes a great first impression? It starts with preparation.

Virtual tours invite renters to explore your community and picture themselves at home. But small details can make a big difference. Mismatched lighting, temporary signage, visible trash and disorganized spaces can pull attention away from the features you want prospects to notice.

Whether you're capturing with TourBuilder One or working with our network of professional photographers for TourBuilder Pro, use this checklist to get every space ready before the shoot. Help your property look its best from every angle.



Before you begin

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Confirm access

Make sure every space being captured is unlocked and accessible.
Have any necessary keys or access codes ready.

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Confirm the spaces

Prepare a shot list and review the areas being captured.
Close doors to any private or excluded spaces.

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Prep before the shoot

Complete cleaning, maintenance and landscaping before capture begins.
Avoid scheduling deliveries or additional work at the same time.

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Close spaces as needed & notify residents

Close areas that are being captured to keep people and pets out of view. Give residents a heads-up for any shared spaces that will be temporarily closed during the shoot.



Interior prep



Remove clutter

Clear papers, flyers, cleaning supplies and unnecessary decor.
Hide visible cords, chargers, power strips and trash cans. Less is more.



Keep lighting consistent

Replace burned-out lightbulbs and make sure all bulbs within the same space match in color and brightness. Turn on every light before capture begins. If your community has automatic lights, set them to remain on.



Deep clean each space

Dust surfaces, clean floors and remove all visible stains, marks and fingerprints.



Straighten furniture & decor

Line up seating, fluff pillows and straighten rugs, curtains and wall art.
Make sure similar items are arranged consistently and facing the same direction.



Prepare windows

Clean windows and open blinds or curtains evenly. Make sure window coverings are straight and positioned at the same height. Hide any visible cords or rods.



Check walls & ceilings

Make sure paint and wallpaper are clean, consistent and free from visible marks or chips. Remember, 360-degree photography captures the ceiling too. Check ceiling lights, fans and vents for dust or maintenance needs.



Refresh bathrooms

Clean counters, toilets, mirrors and fixtures. Lower toilet seats, pull back shower curtains to show tubs and remove soap, trash cans and personal items.



Turn off fans & screens

Turn off ceiling fans, televisions, computers and monitors so they do not distract from the space or interfere with the final images.



Organize indoor amenities

Straighten tables and chairs in lounges, business centers and dining areas. In fitness centers, return weights to the correct racks in numerical order and align mats, benches and equipment.



Remove private information

Hide resident information, employee paperwork, access codes and anything else that should not appear in the virtual tour.





Model unit prep

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Remove personal items

Hide keys, papers and other personal belongings before the shoot.

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Declutter

Remove trash cans, sink items, refrigerator magnets, remotes and anything else that distracts from the space. Keep countertops and surfaces simple.

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Open up the space

Arrange furniture to highlight the room's size and layout.
Remove anything that makes the space feel crowded.

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Prepare every room

Make beds, lower toilet seats and close cabinets and drawers.
Open shower curtains when appropriate.

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Prepare doors & closets

Close doors to private or excluded spaces. Open doors and closets you want renters to see and make sure everything inside is clean and organized.

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Clear tables & counters

Remove dated magazines, glasses, coasters and unnecessary decor from tables, nightstands and countertops.

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Clean mirrors & glass

Remove fingerprints, streaks and smudges from mirrors, windows, appliances and glass doors.

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Deep clean

Dirt and debris can be more noticeable in smaller spaces, especially in a virtual tour. Clean every area thoroughly.



Exterior prep

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Clear the exterior

Move cars away from the areas being captured.

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Remove temporary & seasonal signage

Remove temporary signs, banners, flyers and seasonal displays.
Keep permanent property signage clean and visible.



Tidy the grounds

Remove debris from sidewalks, parking lots and walkways.
Keep garbage cans, yard tools, hoses and other equipment out of sight.



Complete landscaping ahead of time

Mow the lawn, trim landscaping and power wash walkways and outdoor spaces before the shoot.



Organize outdoor amenities (if needed)

Clean the pool and remove toys, cleaning equipment and other loose items. Line up chairs, tables and umbrellas so similar items face the same direction. Open umbrellas when weather permits.



Clean windows & doors

Clean exterior windows and glass doors. Straighten curtains, drapes and blinds so they look consistent from outside.



Add fresh flowers & plants

Fresh flowers and healthy plants can make entrances and outdoor spaces feel more welcoming. Remove any damaged or wilted plants.



Final check



Take one last look

Stand in the center of each space and look in every direction. Check for clutter, visible cords, trash cans, crooked decor, open cabinets or anything else you would not want renters to see.

Ready to create a virtual tour?

Explore our virtual tour options at lcpmedia.com

