

Virtual tours made easy

Your step-by-step setup,
capture & publishing guide

 **TourBuilder One**
By LCP Media



Why do you need **virtual tours**?

Plain and simple, renters expect virtual tours, and virtual tours drive results.



83%

of renters said virtual tours are important or very important¹



38%

higher lead-to-lease conversion rate with unit-level virtual tours²



Communities with property & unit-level virtual tours³

5 days reduced vacancies

\$37K+ saved annually

20% more rent revenue



Meet TourBuilder One

TourBuilder One is an easy-to-use, all-in-one mobile capture solution for creating virtual tours — plus photos and videos — at the property and unit level. All you need is an iPhone, gimbal, tripod and app.

This guide covers how to use TourBuilder One, including setup, capture and publishing instructions.

Fun fact: Thanks to the high quality of iPhone cameras, TourBuilder One delivers tours with sharp details, vibrant colors and more dynamic range.



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Terms to know

Area

A walking tour of a space captured with five 360-degree images (panoramas)

Space

A physical location at your property

Property tour

A virtual tour of common spaces, amenities & exteriors

Quality review

The review process before your tour gets delivered

Gimbal

A stabilized, motorized device that captures scenes

Group

Connected areas that create a walking tour

EXAMPLE

A lobby, lounge & fitness center connected by one tour path

Scene

A single 360-degree image of an area

TourBuilder app

The place to organize, review & publish your tours, photos & videos

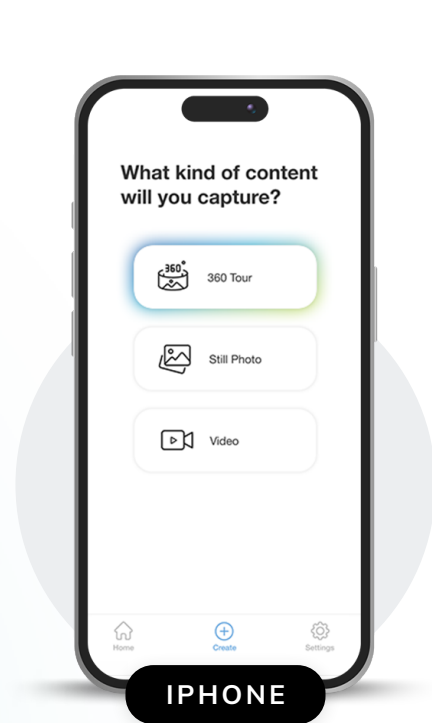
Unit-level tour

A virtual tour of an individual apartment unit



What you'll need (& how it all works)

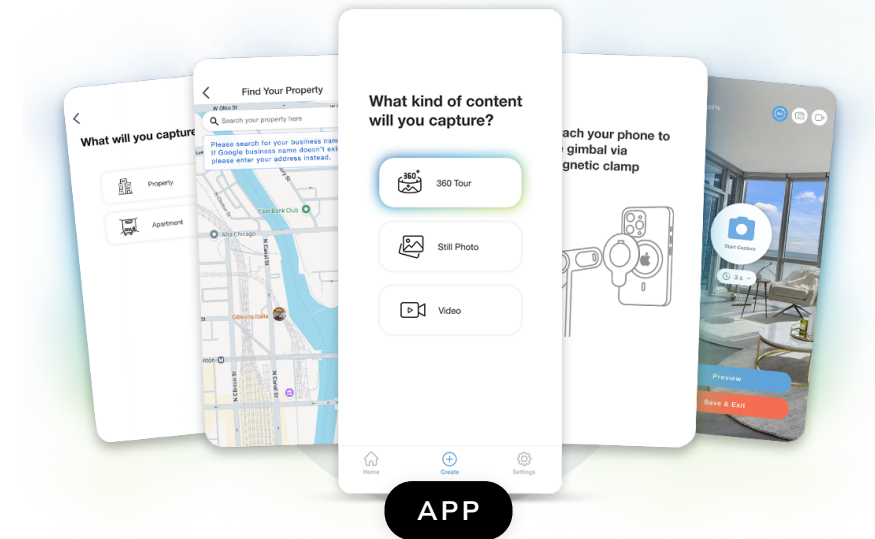
TourBuilder One doesn't require a complicated setup. Place and sync your iPhone on the gimbal, which automatically rotates and takes shots for you. Then follow the step-by-step instructions in the TourBuilder app.



Use a device your team already knows.
An iPhone 12+ or newer model is required.



Capture scenes with the included Insta360
Flow 2 gimbal. Keep it steady with a tripod.



Follow the capture and publishing
instructions directly in the TourBuilder app.

TourBuilder One also includes a carry bag & magnetic iPhone mount



Preparing **your** setup



App

BEFORE YOU BEGIN

The client success team will provide your TourBuilder login credentials and offer live training to help you get started.

1. [Download the TourBuilder app](#)
2. Log in with your credentials
3. Follow the capture instructions

QUICK TIP

If you didn't receive credentials, contact clientcare@lcpmedia.com



Tripod

1. Open the tripod legs
2. Extend to 5 feet
3. Lock everything in place

QUICK TIP

Keep your tripod at a consistent height while capturing virtual tours



Gimbal

BEFORE YOU BEGIN

Make sure your iPhone and gimbal are fully charged before starting a capture session. Low battery can affect the Bluetooth connection between the devices and interrupt the capture process.

1. Unfold the gimbal & press the power button
2. Adjust the joint until fully extended
3. Attach your iPhone mount
4. Follow instructions in the TourBuilder app to pair your iPhone via Bluetooth

QUICK TIP

Remove non-MagSafe phone cases before attaching your mount



Preparing **your** space

Get your space ready before starting the capture process. Clean, organized areas translate to better virtual tours that impress renters.



Turn on all lights & open the blinds



Remove clutter, supplies & personal items



Stage as desired with decor & furniture

Get more tips to prepare your space for virtual tours



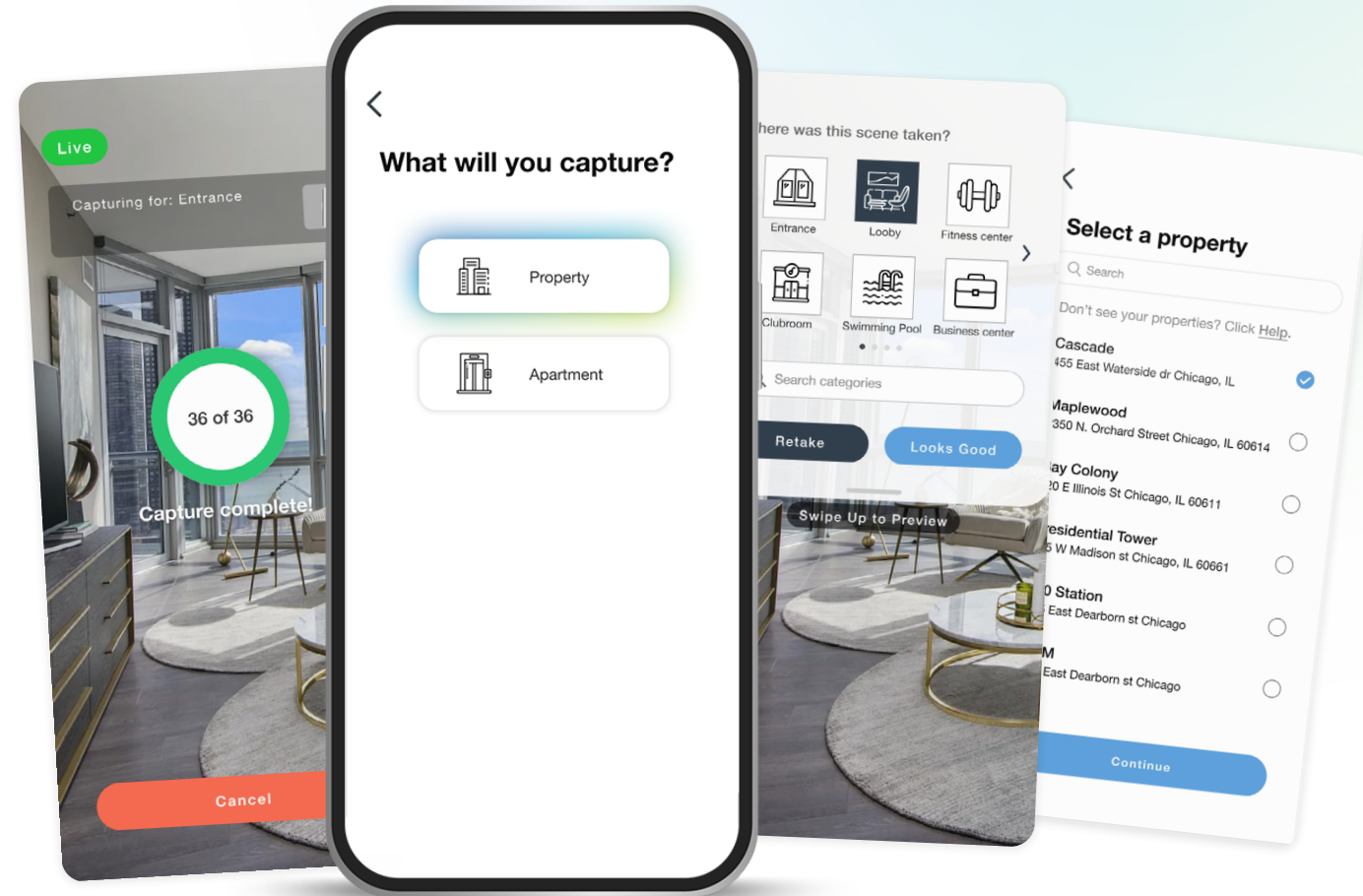
Capturing a **property tour**

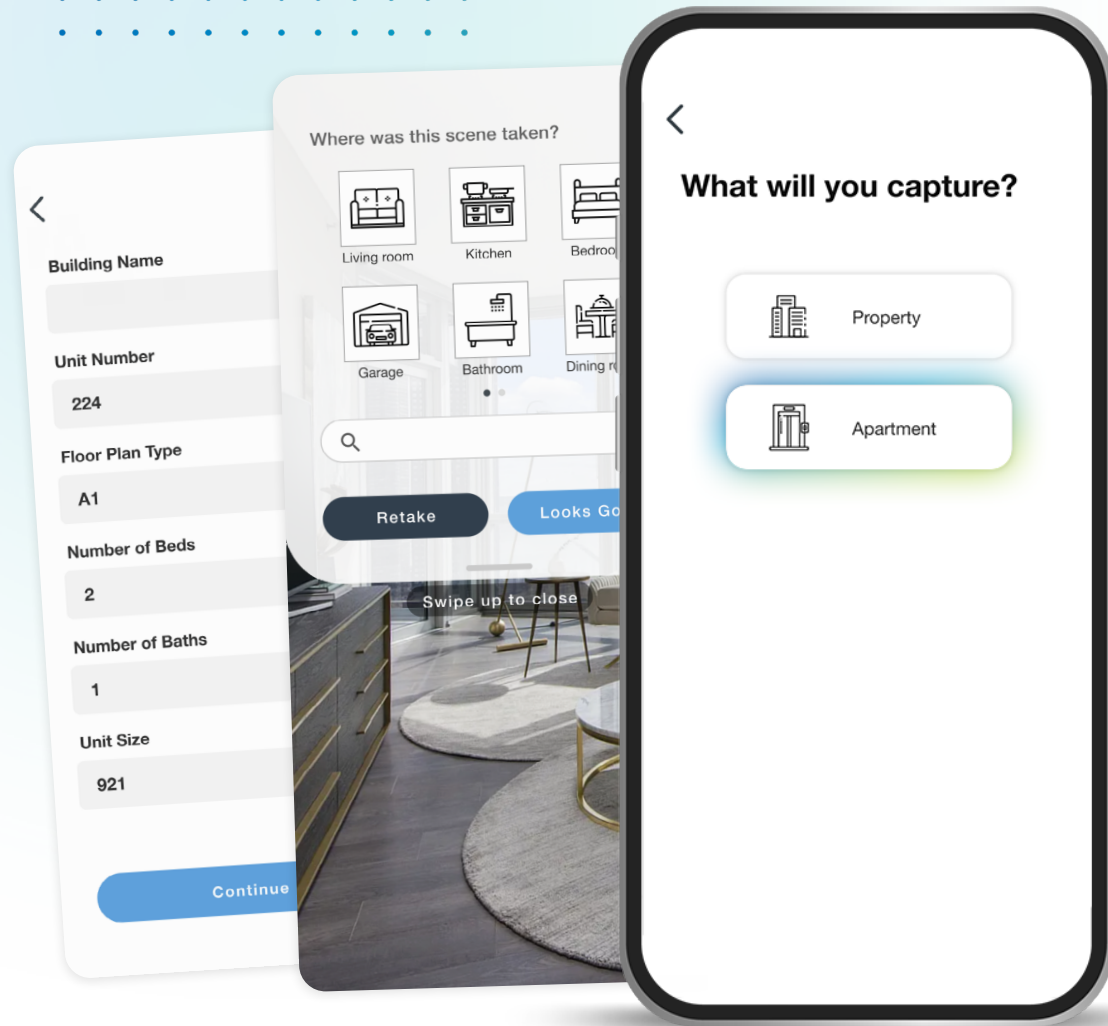
Make your tour easy to follow by placing related spaces in the same group and maintaining a line of sight between scenes.

1. Open the app
2. Select **360 tour**
3. Select **Property**
4. Add property name
5. Create a group
6. Select **Insta360 Flow 2 Pro**
7. Start capturing scenes
8. Retake images as needed
9. Preview the completed tour
10. Select **Publish Tour**

GOOD TO KNOW

After selecting **Publish Tour**, you will be able to review your individual 360 images in **Preview**. The preview is shown in a lower resolution. A high-quality version will be processed after your tour is published. Publish your tour while connected to Wi-Fi whenever possible. **Your completed tour will appear in your TourBuilder dashboard in approximately one business day.**





Capturing a **unit-level tour**

Make your tour easy to follow by placing related spaces in the same group and maintaining a line of sight between scenes.

1. Open the app
2. Select **360 tour**
3. Select **Apartment**
4. Add property name
5. Select unit or enter unit information
6. Select **Insta360 Flow 2 Pro**
7. Start capturing scenes
8. Retake images as needed
9. Preview the completed tour
10. Select **Publish Tour**

GOOD TO KNOW

After selecting **Publish Tour**, you will be able to review your individual 360 images in **Preview**. The preview is shown in a lower resolution. A high-quality version will be processed after your tour is published. Publish your tour while connected to Wi-Fi whenever possible. If you're capturing a vacant unit without Wi-Fi, you can wait until you're back at the leasing office to publish. **Your completed tour will appear in your TourBuilder dashboard in approximately one business day.**



Adding **photos & videos**

Ready to create more media that impresses renters?
Easily capture photos and videos with TourBuilder One
(directly in the TourBuilder app).

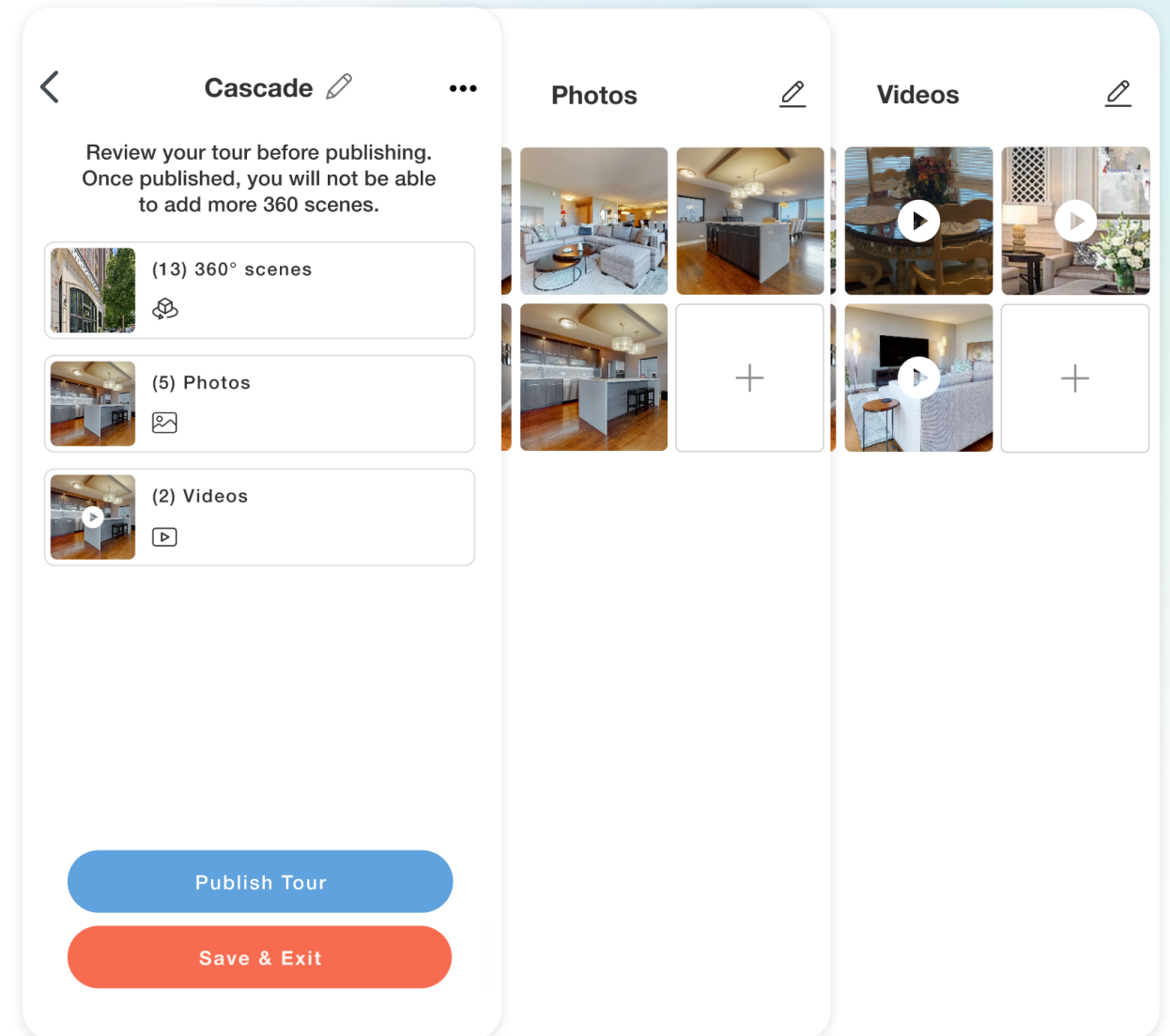
1. Choose your property

2. Select **Add photo or video**

3. Save & publish

91%

of renters say they
appreciate photos or videos



Quick publishing checklist

- ☒ Organize all groups & areas
- ☒ Capture & review all scenes
- ☒ Add photos & videos (if applicable)
- ☒ Preview & publish your media



Try TourBuilder One

TourBuilder One makes it easy to capture and publish media anytime, from anywhere, without sacrificing quality.

Our advanced technology turns iPhone captures into stunning, 360-degree tours that impress renters.

No professional cameras needed!

Get started

SOURCES

1. [RentCafe.com apartment listing renter survey](#)
2. [LCP Media TourBuilder case study](#)
3. [LCP Media leasing performance case study](#)
4. [Grace Hill renter preferences survey](#)

