

# Guide to Virtual Tour Home Preparation



## First Impressions are Everything!

The first time someone views your home is the time they get the emotional attachment from the images and Virtual Tour.

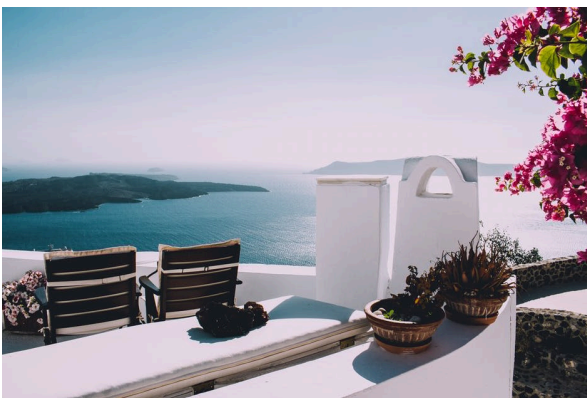
# How to best setup the home for shooting



## Why Virtual Tours over photographs.

Still image photographs represent the viewpoint of the photographer, it is easy to create false impressions. This can create very spectacular images and give the viewer a great sensation of the home, but this then creates a false opinion of the property and ends up with a poor viewing of the home for purchase, it creates false value.

Virtual Tours present the home in its full spectrum, you can see all areas and turn around, zoom in, move around the home as if you are there. The value of this is the viewer can get a full perspective of the home and the actual visit is just on get hands on experience, they have already decided home is a potential purchase. "Much more qualified buyers"



## Staging the home for photography

It is important that you stage the home for sale. This means that the home must be setup in its best viewing condition, the common misconception is that you setup the home how you like to live. This is not always the best setup for the sale. The home should present itself to the potential buyer in a way that they can see themselves living in the home.



Showing the most space.

Floor space is very important to any buyer, the more you can clear available space to show the full size of the property, the more likely buyers will see the full potential of all the space available.



De-Personalize the space

It is always very difficult to visualize yourself living in a home if it is full of personal pictures and items. You want to put away as many of the personal items as possible to allow the buyer to see themselves and their personality in the home. Buyers buy what they see and it is very difficult for them to see beyond what is in front of them.



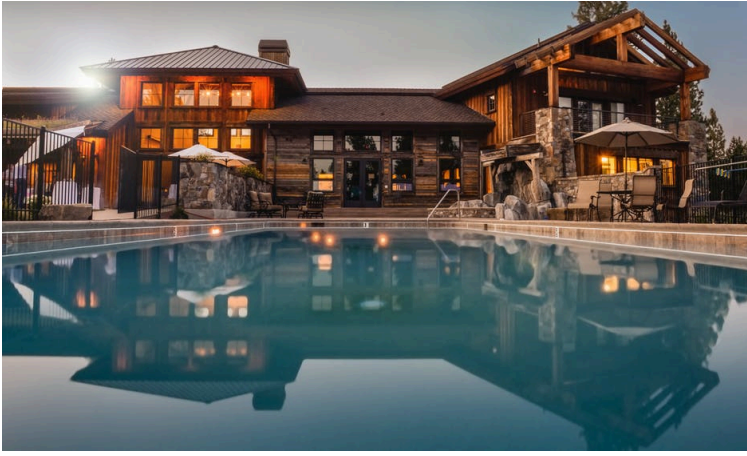
## Cleanliness

One of the most important issues with home setup is cleanliness. If the home does not look clean and tidy, buyers instantly assume other hidden things will be wrong with the home. They associate cleanliness with home condition, it is perceived that if the home is not clean then why would you maintain the property to a high standard. This is even more important in bathrooms and kitchens, these should be kept impeccably clean for home views.



## De-Clutter

Many people live with lots of items around them in the home, to present the home at its best you need to remove any clutter and pack it away in the storage area of the home. This again comes back to floor space and available areas. You cannot see the home fully if it is cluttered with personal items. I always ask sellers to visit show homes in the area to see how homes are setup, they can then understand the need for very little clutter.



## Home Exterior

The exterior of the home is important as this is the image you present to any potential buyers who drive by or the first image they see in the Virtual Tour. Landscaping is key, make sure all areas of the landscaping is trimmed, cleaned and any dead plants are removed. You want to show manicured lawns, if possible flowers and colorful plants.

Pool areas must be clean and pressure washed, pool screens need to be clean without any mold on the screen. The pool water should be blue and clear. Buyers in Florida put a lot of value on the pool areas and sun decks.



## Home Improvements

If part of the sale requires you to paint or renovate the home, keep in mind it is not your home you are selling it is potentially the new home of the buyer. Bold and bright colors are very personal and should not be used unless you have professional designers helping in the project. They limit the potential buyers, as most cannot see past the color and will often reject a home because they cannot see the small cost of repainting. Try to keep colors somewhat neutral, again it is good to visit local builders show homes as they keep updated with current selling trends and match home colors accordingly.



it's about the money!

The many things we have covered point to one thing only. We want to maximize the sale price of the home. If it is presented correctly there will be more potential buyers, this can lead to bidding wars and increased the sale value. Virtual Tours can bring buyers from out of state or beyond the local area, these buyers do not know the local market and generally are willing to pay more for the home. Florida real estate is some of the lowest priced in the country, if you are moving from New York it is a bargain, so you will pay more for a home you have become emotionally attached too.



### CLICK360 Virtual Tours

Click 360 is a company developed by Martin Gallagher. He has been producing Virtual Tours since 1990 and was involved in the real estate business as a Broker and Mortgage broker during the mid 2000's.

We utilize the very latest technology in our tours and distribute the tour to all available viewing platforms. Including the latest Virtual Glasses headsets and Google Cardboard systems.

We do not limit the number of shots needed for the home, we produce as many as required to fully represent the home in a Full Virtual Tour, with all rooms and exterior areas, hallways and entrance ways, as well as any specialized areas needed.

The tours are hosted on our Click 360 server and no technical expertise is needed by the seller. You are given a link to market out and anyone can link to this and view the tours.

Cost of the virtual tour is based on the size of the property and is very competitive with the local and national Virtual Tour business providers.

Contact your local Click360 partner for information about getting a Virtual Tour done of your property.

Current Partners:

Area	Contact	Phone	Email
Melbourne, Florida	Martin Gallagher	407-453-1027	<a href="mailto:Martin@Click360.me">Martin@Click360.me</a>
Melbourne, Florida	Alan Scott	321-438-5104	<a href="mailto:AlanScott@click360.me">AlanScott@click360.me</a>
Orlando, Florida	James Arnott	321-443-6475	<a href="mailto:JamesArnott@click360.me">JamesArnott@click360.me</a>
Bolton, England	Stephen Gallagher	(44) 07951-155793	<a href="mailto:StephenGallagher@click360.me">StephenGallagher@click360.me</a>
London, England	Keith Knight	(44) 01708-746563	<a href="mailto:KeithKnight@click360.me">KeithKnight@click360.me</a>