

Virtual Tour Shoot Preparation Checklist

Professional preparation ensures stunning results • Complete 2-4 hours before photography

TIMELINE & SCHEDULING

- **Book shoot during optimal hours:** Natural lighting peak (usually 10am-3pm)
- **Allow 2-4 hours prep time** before photographer arrival
- **Brief all staff** on timing and areas to avoid during shoot
- **Block calendar** to avoid interruptions during photography session

CLEANING & ORGANIZATION

- ☐ Deep clean all floors, carpets, and rugs
- ☐ Clean all windows and glass surfaces (inside & out)
- ☐ Dust all surfaces, including baseboards and fixtures
- ☐ Clean and organize restrooms completely
- ☐ Remove all clutter and personal items
- ☐ Organize product displays and signage
- ☐ Clear all walkways and pathways
- ☐ Hide operational equipment and supplies
- ☐ Empty all trash cans and replace liners
- ☐ Vacuum furniture and clean upholstery

LIGHTING OPTIMIZATION

- ☐ Open all blinds and window coverings
- ☐ Turn on ALL interior lighting
- ☐ Replace any burned-out bulbs
- ☐ Test and turn on accent lighting
- ☐ Activate display and architectural lighting
- ☐ Check exterior lighting (if applicable)
- ☐ Balance natural and artificial light
- ☐ Ensure consistent color temperature

STAGING & PRESENTATION

- ☐ Arrange furniture for optimal sightlines
- ☐ Create clear traffic flow patterns
- ☐ Highlight unique architectural features
- ☐ Add fresh flowers or plants (if appropriate)
- ☐ Set up attractive product displays
- ☐ Include appropriate seasonal touches
- ☐ Ensure brand consistency throughout
- ☐ Stage key areas like entrances and focal points

TECHNICAL PREPARATION

- ☐ Clear camera paths and tripod positions
- ☐ Plan logical navigation routes
- ☐ Ensure access to all included areas
- ☐ Test Wi-Fi connectivity for equipment
- ☐ Locate electrical outlets for equipment
- ☐ Prepare any locked or restricted areas
- ☐ Set aside parking for photography team
- ☐ Turn off background music/audio

STAFF & OPERATIONS

- ☐ Schedule minimal staff during shoot
- ☐ Brief team on staying out of camera range
- ☐ Prepare customer communication (if staying open)
- ☐ Designate point person for photographer questions
- ☐ Plan for normal operations to continue
- ☐ Minimize phone calls and interruptions
- ☐ Have contact info readily available

FINAL DAY CHECKLIST

- ☐ Arrive 30 minutes early for final prep
- ☐ Complete final walkthrough
- ☐ Turn on all lighting systems
- ☐ Open window coverings
- ☐ Address any overnight issues
- ☐ Confirm photographer arrival time
- ☐ Have business information ready
- ☐ Clear access path for equipment

INDUSTRY-SPECIFIC CONSIDERATIONS

Restaurants

Set sample tables
Stock/clean bar
Prep kitchen areas
Fresh food displays

Retail

Full inventory displays
Current pricing/signage
Clean fitting rooms
Organized checkout

Hotels/Venues

Fresh linens
Stage event spaces
Pool/amenity areas
Lobby presentation

Offices

Organize workspaces
Conference room setup
Reception area
Technology displays

Healthcare

Sanitize all areas
Organize equipment
Patient comfort areas
Waiting room setup

Real Estate

Neutral staging
Personal item removal
Furniture arrangement
Curb appeal prep

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Questions about preparation? Contact us for personalized guidance • Month-to-month plans • No contracts