




Virtual Tour Preparation Checklist

Professional Photography Preparation Guide


Virtual Tours LLC

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2 WEEKS BEFORE SHOOT

Initial Planning & Scheduling

- ☐ Schedule virtual tour shoot date and time
- ☐ Confirm availability of key staff members
- ☐ Plan for minimal customer/client disruption
- ☐ Review facility areas to be included in tour
- ☐ Identify any renovation or maintenance needs
- ☐ Schedule professional cleaning service
- ☐ Order any missing furniture or decor items
- ☐ Plan staff uniforms or professional attire


 **Pro Tip:** Schedule during your business's best hours when natural lighting is optimal and staff energy is high. Tuesday through Thursday typically work best.

1 WEEK BEFORE SHOOT

Deep Cleaning & Organization

- ☐ Deep clean all areas to be photographed
- ☐ Organize and declutter all visible spaces
- ☐ Clean all windows and glass surfaces
- ☐ Vacuum and mop all floors thoroughly
- ☐ Dust all surfaces, furniture, and fixtures
- ☐ Clean and organize restroom facilities
- ☐ Ensure all equipment is clean and presentable
- ☐ Remove personal items and temporary signage
- ☐ Replace any burned-out light bulbs

- ☐ Test all electronic displays and equipment

 **Pro Tip:** Take smartphone photos to identify areas needing attention. Cameras reveal details the eye often misses.

3 DAYS BEFORE SHOOT

Staging & Atmosphere


- ☐ Arrange furniture for optimal flow and appearance
 - ☐ Add fresh flowers or plants for warmth
 - ☐ Set up attractive product displays
 - ☐ Ensure consistent branding throughout space
 - ☐ Position marketing materials strategically
 - ☐ Set up any interactive demonstrations
 - ☐ Arrange seating areas invitingly
 - ☐ Create appealing tablescapes (restaurants)
 - ☐ Organize retail displays attractively
 - ☐ Confirm all technology is working properly
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DAY OF SHOOT

Final Preparations

- ☐ Arrive early to do final touch-ups
- ☐ Turn on all lights and electronics
- ☐ Open window blinds for natural light
- ☐ Ensure staff are dressed professionally
- ☐ Remove any unnecessary personal belongings
- ☐ Set comfortable temperature for team and equipment
- ☐ Put phones on silent/airplane mode
- ☐ Prepare refreshments for photography team
- ☐ Designate staff point person for questions
- ☐ Clear parking spaces for equipment access

- ☐ Post "Photography in Progress" signs if needed
- ☐ Have business information ready for photographer

 **Pro Tip:** Plan for 2-4 hours depending on facility size. Keep operations flexible and inform customers in advance.

INDUSTRY-SPECIFIC PREPARATION

REAL ESTATE

- ☐ Stage all rooms with appropriate furniture
- ☐ Remove family photos and personal items
- ☐ Open all curtains and blinds
- ☐ Turn on all lights in every room
- ☐ Make all beds with fresh linens
- ☐ Set dining table attractively
- ☐ Hide all electrical cords and cables
- ☐ Ensure outdoor areas are well-maintained

RESTAURANTS

- ☐ Set tables with full place settings
- ☐ Display fresh menu items attractively
- ☐ Ensure kitchen areas are spotless
- ☐ Stock bar with attractive glassware
- ☐ Add fresh flowers or candles to tables
- ☐ Clean and polish all surfaces
- ☐ Turn on accent lighting
- ☐ Remove staff personal items

HEALTHCARE

- ☐ Sanitize all visible equipment
- ☐ Organize waiting areas professionally
- ☐ Display current certifications and awards
- ☐ Ensure HIPAA compliance (no patient info visible)

- ☐ Stock exam rooms with fresh supplies
- ☐ Clean and organize reception area
- ☐ Update magazine displays
- ☐ Test all digital displays



WEDDING VENUES

- ☐ Set up ceremony space with decorations
- ☐ Arrange reception tables elegantly
- ☐ Add seasonal flowers and lighting
- ☐ Showcase different setup options
- ☐ Clean all restroom and preparation areas
- ☐ Highlight outdoor ceremony options
- ☐ Display catering presentation areas
- ☐ Ensure grounds are well-maintained



HOTELS

- ☐ Stage guest rooms as model rooms
- ☐ Ensure lobby areas are pristine
- ☐ Set up amenity areas attractively
- ☐ Clean and organize fitness facilities
- ☐ Highlight unique property features
- ☐ Stage business center professionally
- ☐ Prepare pool and spa areas
- ☐ Display concierge services area



RETAIL

- ☐ Organize merchandise displays attractively
- ☐ Ensure proper lighting on products
- ☐ Clean all mirrors and glass surfaces
- ☐ Remove "sold" or damaged items
- ☐ Update price tags and signage
- ☐ Organize checkout areas professionally

- ☐ Highlight seasonal or featured products
 - ☐ Ensure dressing rooms are pristine
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QUICK REFERENCE CHECKLIST

Essential Items Day-Of:




- ☐ All lights turned on
- ☐ Fresh flowers/plants in place
- ☐ Staff in professional attire
- ☐ Technology tested and working
- ☐ Refreshments for photo team
- ☐ Business information packet ready
- ☐ Parking cleared for equipment
- ☐ Point person designated

Common Oversights:

- ☐ Burned out light bulbs
 - ☐ Personal items left visible
 - ☐ Cluttered reception areas
 - ☐ Dirty glass surfaces
 - ☐ Unprofessional signage
 - ☐ Staff personal belongings
 - ☐ Empty product displays
 - ☐ Messy restroom areas
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CONTACT INFORMATION

Ready to schedule your professional virtual tour?

Virtual Tours LLC  Email: info@virtualtours.llc  Phone: 212-951-1010  Website: www.virtualtours.llc

Serving: The entire USA

Questions? Our team provides consultation to ensure your virtual tour shoot goes perfectly and delivers maximum ROI for your business.

© 2025 Virtual Tours LLC. This checklist is based on 200+ successful virtual tour projects across diverse industries. Following these guidelines ensures professional results that drive customer engagement and business growth.