**Virtual tours & digital twins**

**​**

Can you afford to lose 50% of your potential leads on a listing? Without utilizing virtual tour technology working in tandem with professional real estate photography, more than half of your potential clients won’t even consider starting the buyer’s journey. If you’re interested in maximizing the potential of your listing – and mitigating COVID-19’s disruptions to the real estate market – keep reading to discover what you need to know. COVID-19 has accelerated digital adoption by nearly a decade in just a matter of months. The result? If you don’t keep up with the digital adoption and transformation of your clients, or you’ll quickly be left behind. For those who want to be at the forefront of their industry – how can you exceed client expectations and the overall experience they’ve come to expect in 2020? One of the easiest ways is to partner with a real estate photographer who can create a professional virtual tour of your listing.

Why 360° Virtual Tours?

While 360° tours were once an optional avenue of promotion – the significant financial investment of homeownership in the middle of a pandemic still feels unsettling to many potential clients, with many buyers stating increased anxiety from not being able to determine the condition of a property and accurately judge a listing from photos alone. A professionally created 360° virtual tour is an effective way to relieve your potential leads from hesitation and present your property in its most accurate, physically impeccable – and most tech-savvy form possible. With recent data from the Zillow Group Consumer Housing Trends Report indicating that over 79% of home buyers are shopping for homes online, it's only logical to predict that number will grow as every industry across the globe moves towards greater digital aptitude.

Virtual Tours Aren’t Photo Slideshows

Your clients are tech-savvy and want the best experience while viewing properties. They want quality information, and they want it fast – with many depending on virtual tours to guide through the decision-making process.

To ensure your virtual tour exceeds expectations – and doesn’t come across as a mislabeled slideshow –ensure that your 360 virtual tour has the following:

* A legitimate 360 view of the home
* [HD picture quality](https://www.virtualtourcalgary.com/airbnb-real-estate-photography).
* Accurate showing of the home’s highlights – such as distinctive outdoor spaces and unique features.
* The ability to pan 360 degrees and gain seamless views of different rooms.
* Compatibility with a large variety of devices — desktop, mobile, tablet, etc.

Don’t Wait. Take Action.

Whether your potential buyer is a foreign investor, someone who can’t see the home in person due to the pandemic, or simply someone who is relocating, equipping your [Calgary real estate listing](https://www.virtualtourcalgary.com/360-virtual-tours-calgary) with a virtual tour will provide them with the buyer’s experience they’ve come to expect when considering a property. As Canadian real estate portals have reported an increase of 500% in requests for virtual home tours since the pandemic has unfolded, and provincial restrictions are continuing to be everchanging, contact us here to safeguard the marketability of your listing with industry-leading 360° tours.

What To Expect?

HDR 360° photos of your Calgary real estate listing will provide leads with a taste of what you offer, it’s a must-have for driving customers to your listing. Custom virtual tours are created specifically for your needs and each photo is edited by hand to show each space in the best way possible. Discover why we're the leading [photographer for custom 360° Virtual Tours](https://www.virtualtourcalgary.com/360-virtual-tours-calgary) for Real Estate, Airbnb, Zillow, and Matterport, by clicking [here](https://www.virtualtourcalgary.com/360-virtual-tours-calgary).

When you put your home up for sale, the goal is to get as much attention as possible. You want the MLS listing to catch the eye of prospective buyers, as well as bring in serious individuals, who are ready to make an offer. Adding a virtual tour like iGuide or Matterport on top of your photos and home description is another way to take the MLS listing to the next level.  
                          
The idea of a virtual tour is that you are bringing someone right into the residence. Rather than having someone flip through pictures, trying to guess what room they are in and how it all flows together, you do this via the tour. The virtual tour lets you take someone from the front door, into every room, and back again all in one shot. This type of tour can get your MLS listing additional positive attention and increase buyer interest.  
                          
Would it be awesome if you could give a prospective buyer a walkthrough of your home via the MLS listing? A 360 tour can help to accomplish this goal, along with the assistance of photos, and more. The great thing about a 360 tour is that it will get rid of the confusion around what room leads where.  
                          
Homebuyers want to know the layout of a residence. A virtual tour can help get them there. If you have a home layout you want to promote, make your mark with an MLS listing by utilizing this approach. Being able to provide a 360 tour of a home not only helps to give potential buyers an idea of the layout, but it also shows that you, as a real estate agent, are willing to go above and beyond for your clients.

If you are in need of virtual tour photography in Calgary, we would love to help, here at Virtual Tour Calgary Photography.

​

When was the last time you took a glance at what was available on the real estate market? When you look at real estate listings, what you typically see is a short description to go along with a few photos. When you go and see the property, though, it can look very different! How can you show what your property is all about to prospective buyers? Virtual tour photography may be the answer!  
                          
Virtual tour photography is becoming more common with real estate offerings. When you offer up virtual tours, you will allow prospective buyers to virtually take a walk through your listing. This is a great way to let them go beyond the pictures and get a sense for what the offering is all about. Virtual tour photography can help a real estate listing stand out and it can also lead to serious buyers taking the next step to do a physical tour.

Virtual tour photography is changing the real estate game for the better and if you have a listing that could use a virtual tour in Calgary, contact Virtual Tour Calgary Photography. Here at Virtual Tour Calgary Photography, we offer virtual tours in Calgary that are great for real estate professionals, as it is a new way to showcase a home for sale. It is also wonderful for buyers as they get a viewpoint from how it would be as if they were walking through the property.  
                          
The idea of virtual tour photography for real estate is to give potential buyers a chance to take a tour of the residence. If you have ever purchased a home, how many times have you gone to a crowded open house? It is difficult to look around, there are lots of people, and it is uncomfortable. Even with a private showing, potential buyers still need to take the time to go to the property itself. With virtual tour photography, not only do you give buyers the chance to take a tour from their computer, but you are also giving them the impression that you are someone who takes their business seriously.

When it comes to virtual tour photography in Calgary, look no further than Virtual Tour Calgary Photography.

​

We now offer RADIX iGuide tours as a low cost way to create a digital twin for insurance & restoration purposes.

​

A virtual tour of a business can provide a number of benefits for both the business owner and potential customers. Here are just a few:

1. Convenience: A virtual tour allows potential customers to explore a business from the comfort of their own home. This can be especially beneficial for businesses that are located in remote areas or have limited hours of operation.
2. Increased Visibility: A virtual tour can be shared on the business's website and social media pages, allowing for increased visibility and reach. It can also be added to online directories and review sites, which can help to attract new customers.
3. Improved Engagement: A virtual tour allows potential customers to interact with the business in a more immersive way. This can help to increase engagement and interest in the business.
4. Cost-effective: A virtual tour is a cost-effective way to showcase a business. It eliminates the need for potential customers to travel to the business, and it eliminates the need for the business to keep the store open for longer hours or during off-hours.
5. Accessibility: Virtual tours can provide accessibility for customers with mobility issues, or for customers that live far away and can't travel to the store in person.
6. Easy Comparison: Virtual tours can be shared with multiple customers at the same time, making it easy for them to compare different products and services.

In summary, having a virtual tour of a business can provide convenience, increased visibility, improved engagement, cost-effectiveness, accessibility, and easy comparison for potential customers. It can also be a great way to showcase the business's products and services in a more interactive and engaging way.

- [**Google My Business Tours for small businesses**](https://www.virtualtourcalgary.com/business-virtual-tour-packages-google-my-business)

**$299**

up to 12 photos

up to 10 360 images

up to 3 Drone images

[**Full iGuide Packages for realtors**](https://www.virtualtourcalgary.com/realestate-photography-iguide-and-rms-packages)

**HDR Photos, Drone Photos,**

**Virtual Tour & RMS Measurements**

$279 Apartments up to **1200 sqft**

$349 Homes up to **2000 sqft**

$419 Homes up to **3000 sqft**

$489 Homes up to **4000 sqft**

*Call for up Larger*

\*Include basement SQFT if you want it scanned\*

[**HDR Photography for Airbnb**](https://www.virtualtourcalgary.com/airbnb-photography-calgary)

No extra charges for the use of the drone\*

$155 up to **30 photos**

$185 up to **40 photos**

$215 up to **50 photos**

$245 up to **60 photos**

$130 **10-15 Photos**Reshoots, Exterior Updates & Twilights

*\*Drone photos are restriction & weather dependent*