

# The Top 5 Most Profitable 360 Tour Niches

And How To Start a Successful 360 Tour Business From Scratch

“Begin with the end in mind.” Have you heard this before? Its old and wise advice and still applies today. Especially in business. Before you get started tracking down potential customers for your virtual tour business, you need to know your target. If you know who to target you can be strategic as you seek to close sales. When you are first starting, it is very important to pick a niche that has the most budget (the most \$\$\$). This will make their decision much easier, and allow you to charge ‘high ticket’ prices. So when you are picking which niche to target remember to always ask yourself “Who has the most money to give me?”

## The 5 Most Profitable Niches

1 - **Multi Family Luxury Apartments** - When you get a property manager to use your service for a luxury apartment complex, you have an opportunity to get a strong referral and sell bulk packages. When I tell a property manager that her virtual tour is \$2,800, they don't blink an eye. The math works well for your time. And you have the ability to negotiate down based on a “referral.” So when you get a property manager on the phone who wants your service, recognize that they have a limited budget and its set yearly. So if you want to get an approval (without going up to the owner or director) you better learn to meet that yearly budget and have patience.

2 - **Hotels and Resorts** - Any major hotel or resort in your portfolio will give you massive brand appeal in your community. The social proof of landing a local major hotel will be profitable and helpful for a marketing piece. You will need to find the manager on staff and tell them what you do, and ask for the person responsible for this type of 360 virtual tour decision. These can be a long road, but a very profitable one if you get in the door.

3 - **Construction Companies** - Some of the best customers are construction companies trying to show off their work. You can shoot a project in stages and allow the company to use your “tour” as a virtual reality selling tool. The best part about construction, they have big margins and are very busy. So the marketing dollars spent is often forgotten. So if you find the right size companies to use your service, they will pay you a monthly “hosting” fee for a long long time.

4 - **Public Entities** - Universities and ISDs - Large universities have large budgets, and they are constantly wanting to recruit new students. This is a perfect scenario for you with your virtual tour business. Target their marketing department. These director roles are publicly posted on the college websites. Call their secretary. Tell them what you do, and ask who would be in charge of hiring you. Always send over examples.

5 - **Luxury Brokers/Realtors** - Let's face it. We all buy a 360 camera and think that realtors are going to run to us with the opportunity to shoot their real estate. But the truth is there you need to have in person exposure to these people to build their trust. If you target the luxury market,

you will find it much easier to charge higher price points. We talk about the ability to tap into real estate “networks.” Real estate brokers who target luxury listings are an amazing place to build trust and become the trusted provider. Be ok with shooting your first tour free for a new client (inside a new network). Once you show off your amazing work, you can expect them to use you all year!

## Learn and To Train - How To Scale Your Business

When you think about your business as a repeatable and scalable enterprise, you won't have to *always* be the person on location. You can train an assistant and give them part of your revenue. And if you price it right, this can you maximize your profit per day. This is how you **quickly scale and grow**.

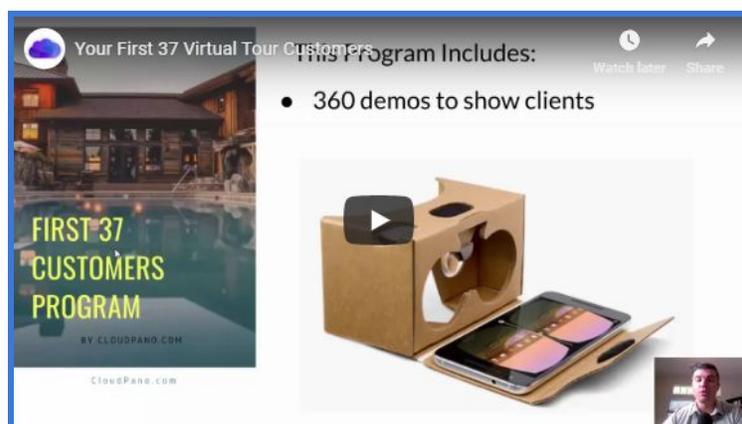
## Getting Started With Your Business On Rocket Ship Of Growth

The most import and encouraging clients are the first ones you capture. You will never forget them! I created a comprehensive training to get your business kicked off with clients and referrals as fast as possible. And it is built from personal experience.

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## How To Acquire Your First 37 Virtual Tour Clients

A Proven System To Acquire Your First 37+ Virtual Tour Clients  
And Create a Profitable Network Of Local, Repeatable Customers



To View This Training - [Click Here](#)

Or copy and paste this link into your internet browser:

<https://blog.cloudpano.com/course-37/>

Once you have customers flooding to you, selling and marketing are easy. But...the hardest part of business is **getting started**. So take a moment and set your expectations appropriately. You need to spend a season focused on acquiring your first few customer networks. See you inside!

Zach Calhoon  
CloudPano Co Founder

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