

360 Virtual Tour Pricing Guide

Hey there! Thanks for downloading this guide. When adding 360/3D virtual tours to your business (or if you are starting a virtual tour business from scratch), you need to have a comprehensive understanding of how to price your services. This short guide is here to help you. Lets get started!

Your Market Matters

Here is something you already know... pricing your services depends on your local market. But more importantly, the value of your customer. Below I break out options for you to consider when you price out this service. This will help you in the short term. But I want you to take moment and think about your local market as a whole. 360 virtual tours are a powerful marketing tool for **every real estate niche**. This ranges from residential homes, to large luxury multi family properties. With the toolsets here at Cloudpano.com, you have access to all these markets. Think BIG! Also...

Think Long Term

When you first start shooting 360. Volume is more important than transaction value. You want more clients to say "Yes" then you need to get rich right away. [Some of you may argue with me here]. The reason you want to aim for volume first, is because **referrals are how you get rich**. Marketing cost will rise through every channel available. But referrals are free. Especially when you private label your 360 tours and your domain name is being shown everywhere (with CloudPano). When referrals are coming in, your marketing spend goes to zero. That's your goal! But this type of thinking requires a long term mindset. Keep this in your mind when you are pricing to clients. If your client has connections to many future properties, price accordingly - do a great job - and you will create a successful referral business quickly.

Price By Wallet Size

Your target matters. Your most important decision will be who you target. I want you to target high value clients. They take longer to get a “yes,” but they are worth it. Below is a break out of 3 categories to consider when choosing your pricing.

Residential, Multi Family, Commercial Pricing Guide (Remember you can charge whatever you want, this is only a guide)

Residential Pricing Guide

- Getting started - \$97 per tour
- Established - \$ 150 - \$200 per tour
- Luxury \$350 + per tour

If you are just getting started, price your virtual tours low and get some experience under your belt. When an realtor/broker sees the output, they will show their fellow realtors and brokers in their “weekly sales meeting.” When that happens, your name and phone will be shared. Thats when you can charge a higher price. This is where free marketing exist. When you are getting started, just get some clients to say yes, this will build momentum.

Multi Family Pricing Guide

The following is a real pricing sheet from an established 360 virtual tour provider here in Houston Texas. He focuses exclusively on Luxury apartment complexes. I know it's taken him time to get to these numbers. This proves that your target customer can make a big impact on your price (this should be your goal). :)



Simple Community Package	
2 Floor Plans	(Remove -\$50/Each)
2 Amenity Spaces	(Remove -\$40/Each)
10 Facebook Photos	(Remove -\$40)
Google Maps Tour	(Remove -\$100)
One Hour Training	(Remove -\$50)
	\$1,000 Onetime + \$99/Month
Sustained Community Package	
4 Floor Plans	(Remove -\$50/Each)
5 Amenity Spaces	(Remove -\$40/Each)
10 Facebook Photos	(Remove -\$40)
Google Maps Tour	(Remove -\$100)
Aerial 360° Image	(Remove -\$40)
10 Point of Interest Stills	(Remove -\$100)
1 Virtual Reality Headset	(Remove -\$10)
One Hour Training	(Remove -\$50)
	\$2,500 Onetime + \$99/Month
Lease-Up Community Package	
18 Floor Plans	(Remove -\$50/Each)
6 Amenity Spaces	(Remove -\$40/Each)
20 Facebook Photos	(Remove -\$80)
Google Maps Tour	(Remove -\$100)
Aerial 360° Image	(Remove -\$40)

20 Point of Interest Stills	(Remove -\$200)
2 Virtual Reality Headset	(Remove -\$10/Each)
Local Attractions	(Remove -\$100)
2 One Hour Training	(Remove -\$50)
	\$5,000 Onetime + \$99/Month

Commercial Pricing

When you are quoting a commercial property. You need to ask a lot of questions. Based on your experience and the previous mentioned tips, you can gauge the pricing accordingly. Always work on a monthly hosting fee and work backwards. Hosting fees, even small hosting fees, paid for by your clients can make a big difference in your business. So work backwards from the hosting fees and request. Remember if the location is large, it will take you more time. So ask "what is the square footage?" or "what are your goals?" or "if this goes well, do you have other properties?" - With these answers, **get to the yes.**

How To Get Your Next 100 Virtual Tour Clients

Here is your next steps:

To build a world class virtual tour business you need a world class software platform to build your business onto. Our most successful users are CloudPano Pro Plus members, and you need to join us. You receive full access to all our software features. And you get access to a community of dedicated virtual tour business owners. Just like you.

It's time to create your Pro Plus account on CloudPano.com.

[Learn more about our Pro Plus Membership](#)
[click here](#)

With a Pro Plus account you get full access to our platform:

- Unlimited 360 Virtual Tours Creation
- Local International Hosting [CDN]
 - Virtual Reality Navigation
 - Keep Your Domain Name
 - Customize Tour Branding
 - Hotspot Navigation
- Provider Marketing School Access (lead generation techniques you need)
 - And Much More



See a Pro Plus message about the annual Pro Plus membership:

From Zach Calhoon - Co Founder and CEO of CloudPano.com

[Learn more about our Pro Plus Membership](#)

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