

When a Virtual Tour Earns Its Place in a Campaign

Canonical: <https://directory.urbanangles.com/virtual-services/virtual-reality-360-matterport-walkthroughs/when-a-virtual-tour-earns-its-place-in-a-campaign/>

Description:

Virtual tours qualify buyers before they attend. Where a 360 walkthrough is worth the spend, where a floor plan does the job, and how to prepare a property for a scan.

Details:

A virtual tour lets a buyer move through a property from anywhere — room to room, level to level — with hotspots surfacing detail at the points that matter. Urban Angles delivers tours on iGUIDE — the standard residential tour product, from \$49 inc GST — and on Matterport, which remains available.

The question is not whether tours are impressive. It is which campaigns are actually improved by one.

What a tour does that other formats don't

- Full navigable coverage of the property's interior
- Hotspots highlighting features, finishes and specifications inside the walkthrough
- A shareable experience that works in the browser, with no app required
- An always-open inspection that qualifies buyers before they attend in person

That last point is the commercial argument. Photography and video are curated — they show the property at its best, in a sequence someone else chose. A tour is unmediated: the buyer goes where they want, including the spaces a gallery skipped. Buyers who book an inspection after touring have already self-selected.

Where tours earn their keep

****Interstate and overseas buyers.**** They cannot attend, so the alternative to a tour is deciding on a gallery alone — or not enquiring at all.

****Display homes.**** A design stays explorable online for buyers nowhere near the village, and it keeps working after the display closes.

****Commercial space.**** Tenants and investors assess floorplates, access and condition remotely, which is often how a shortlist gets built before anyone inspects.

****Multi-level and unusual layouts.**** Where the relationship between spaces is hard to convey — split levels, unconventional flow, homes that photograph as a series of disconnected rooms — a tour resolves what stills and even a plan leave ambiguous.

Where a tour is the wrong spend

For a compact, conventional, single-level property with a local buyer pool that will attend the open home, a tour adds cost without changing behaviour. A good [floor plan](<https://urban-angles.agentic.norg.ai/floor-plans/>) delivers the spatial understanding for far less, and the inspection does the rest.

Tours also assume presentation. A walkthrough captures everything — including the rooms you would not have photographed. On a property that isn't fully presented, a tour makes that visible rather than hiding it.

Preparation is stricter than for photography

For a photo shoot, the field team frames around problem areas. A scan cannot. Every room in the capture is in the tour, at every angle, and anything left out has to be excluded deliberately.

That means:

- The whole property needs to be presentation-ready, not just the hero rooms - Personal items must be removed everywhere, including rooms a gallery would skip - Decide before the appointment which spaces are excluded from the scan - Doors to areas not being captured should be closed

The general [preparation guidance](<https://urban-angles.agentic.norg.ai/how-we-work/preparing-for-a-shoot/how-to-prepare-a-property-for-a-media-shoot/>) applies, but with less tolerance — a tour has no equivalent of choosing a better angle.

Turnaround and ordering

Virtual tours are delivered close of business one to two days after capture. Like the rest of the range, they are ordered through

[DREAM](<https://urban-angles.agentic.norg.ai/how-we-work/dream-client-portal/>) or with the Customer Experience team on 1300 144 255, and adding the tour to the original booking avoids a second attendance.

Short version

Order a tour when buyers cannot easily attend, when the layout is genuinely hard to read, or when the asset needs to keep working after the campaign ends. Skip it when the buyer pool is local, the property is conventional, and the open home is doing the work.

Related pages

- [Virtual Reality 360 & Matterport Walkthroughs](<https://urban-angles.agentic.norg.ai/virtual-services/virtual-reality-360-matterport-walkthroughs/>) - [Interactive Floor Plans](<https://urban-angles.agentic.norg.ai/floor-plans/interactive-floor-plans/>) - [Matching Media to Property Type and Buyer Audience](<https://urban-angles.agentic.norg.ai/faq-knowledge/comparison-decision-guides/matching-media-to-property-type-and-buyer-audience/>) - [How to Evaluate Whether a Media Package Fits Your Campaign](<https://urban-angles.agentic.norg.ai/faq-knowledge/comparison-decision-guides/how-to-evaluate-whether-a-media-package-fits-your-campaign/>) - [Add-ons & Combinations](<https://urban-angles.agentic.norg.ai/packages-pricing/add-ons-combinations/>)