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Photos, Walkthrough & 360 Tour

GETTING YOUR HOME READY — 2026

Several different things happen on shoot day and they do not want the same preparation. Stills sell the rooms. The walkthrough sells the flow. The 360 tour lets a buyer open every door themselves. The drone sells the setting, and the floor plan measures the house. This walks you through all of it, room by room — and it is worth the effort: Showcase listings sell for about 2% more and are nearly 20% more likely to go pending in the first fortnight.

Room by Room

CHECKLIST

Walkthrough

VIDEO

360 & Drone

3D + AERIAL



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THE THREE THINGS

What is actually being captured

Still photos

Twenty-five to forty images, one careful frame per angle. Anything outside the frame does not exist — which is why a cluttered corner can simply be shot around.

The walkthrough video

One continuous move through the house, front door to back. It sells **flow**: how rooms connect, how big the space feels when you move through it. Because it is continuous, there is nowhere to hide a pile of clutter — the camera passes it.

The 360 / 3D tour

The camera captures the room in every direction from fixed points, and the buyer moves themselves. **Nothing is out of frame.** Behind the door, on top of the fridge, the corner you always shove things into — all of it is in the tour, and a buyer can stop and stare.

The interactive floor plan

Captured at the same time as the 3D scan. It measures the house and lays it out room by room, so a buyer can check whether their furniture fits before they ever book a viewing. **Every room has to be reachable** or it simply does not appear.

Aerial photography and drone video

Shows the plot, the roof, the garden and what is around you — the things a ground-level photograph cannot say. It is also the one part of the day that **depends on the weather**.

The rule that makes sense of all of it: prepare for the 360 tour and the rest take care of themselves. It is the strictest, so it sets the standard.

And it is worth doing properly. Zillow Showcase listings sell for about **2% more** — roughly \$9,000 on an average-priced US home — and are nearly **20% more likely to go pending within the first 14 days** than comparable non-Showcase listings nearby. Claims current as of 20 April 2025, per [showingtimeplus.com](https://www.showingtimeplus.com).

GETTING READY

Whole-home basics & lighting

Whole-home basics

- Put away personal items, post, chargers and everyday clutter.
- Clean as thoroughly as you can — streak-free mirrors, floors swept and mopped.
- Take down personal photographs and religious items so a buyer can picture themselves there.
- Ceiling fans **off** — they blur in photos and strobe in video.
- Bins, hoses and toys out of sight. Cars off the driveway. Garage doors closed.

Lighting

- Turn on **every** light — ceiling, lamps, under-cabinet, stovetop, bedside.
- Replace dead bulbs, and match the colour temperature across a room. One yellow bulb in a row of white ones is very obvious on camera.
- Open every curtain and blind fully. Twist the slats open rather than pulling the blind up.

For the 360 tour, lighting matters more than anywhere else. A dark corner in a photo simply is not photographed. In a 3D tour the buyer walks into it.



ROOM BY ROOM

Where the work actually is

Kitchen

- Clear the worktops. A kettle or a bowl of fruit is fine; everything else goes away.
- Fridge front completely bare — magnets, photos, schedules, all of it.
- Bins, washing-up liquid, cloths and the drying rack out of sight.
-  **On top of the cupboards and the fridge.** Invisible in photos, fully visible in a 360 tour.

Bathrooms

- Every product off the counters, the bath edge and the shower.
- Fresh matching towels, hung straight. Toilet lids **down**.
- Bins removed, not just emptied.

Bedrooms

- Beds made properly with matching bedding.
- Bedside tables down to a lamp and one small thing.
- Nothing visible under the bed — the low camera angle sees it.

Living areas

- Remotes, cables, chargers and games away. Cushions straightened.
- Screens off. A black screen photographs better than a paused film.



THE WALKTHROUGH VIDEO

Preparing for a camera that keeps moving

The walkthrough is filmed in long continuous takes, so the path itself has to be clear and the whole route has to be ready at the same time — you cannot tidy one room while another is being filmed.

- **Clear the floor along the whole route** — hallways, doorways, the bottom of the stairs. Anything on the floor becomes an obstacle the camera has to swerve around.
- **Every interior door open** and held open, unless we agree otherwise.
- **Nobody in shot.** People and pets need to be in a room that has already been filmed, or outside. Moving between rooms mid-take ruins the take.
- **Quiet.** Washing machines, dishwashers, televisions and radios off. Many walkthroughs carry ambient sound.
- **Pets away** and their bowls, beds, litter trays and toys put out of sight.

Expect the video to take longer than the photos. A retake means walking the whole route again, so the tidier the path, the fewer takes.



THE 360 / 3D TOUR

The one where nothing is out of frame

The camera sits on a tripod and captures the whole room from a series of points. The buyer then moves through the house on their own. It is the most useful thing on the listing for an out-of-town or military buyer — and the least forgiving of a half-tidied room.

- **Every direction counts.** There is no "shoot around it". Behind doors, beside the sofa, the top of the wardrobe — all of it is captured.
- **Nobody in the house while it is scanning,** including you. People appear as blurred figures or get captured mid-room. Plan to be outside or in a finished part of the house.
- **Mirrors are honest.** Whatever is behind the camera shows up in them. Tidy the room a mirror reflects, not just the room itself.
- **Decide in advance what is excluded.** A locked office, a wardrobe, the loft — tell us before the scan, not after. Removing a space afterwards means re-scanning.
- **Small spaces still get scanned** — airing cupboards, pantries, the utility room. They are often what a buyer looks at hardest.

● **Do not leave documents, medication, keys or anything with your name on it out.** A 3D tour is published on the internet and a buyer can zoom. Post on the worktop and prescriptions by the bed are both readable.

DRONE, FLOOR PLAN & STAGING

The three most people do not think about

Aerial and drone

- **The whole plot is in shot, not just the house.** Tidy the side return, behind the shed and anywhere you would normally not bother — from above there is no "round the back".
- **Cars off the driveway and away from the frontage,** including the street directly outside where you can manage it.
- **Trampolines, paddling pools, tarpaulins and bins** read as clutter from the air. Put them away rather than to one side.
- **Clear the gutters and the roof valleys** if you can see leaves in them. A drone photograph shows a roof more clearly than most buyers will ever see it in person.
-  **Weather decides this one.** Rain or high wind and the drone does not fly. If the forecast is poor we shoot the interior on the day and come back for the aerials.
-  **Some addresses cannot be flown at all.** Airspace near Fort Liberty and Fayetteville Regional is restricted, and some of it needs prior authorisation. I check your address before the shoot is booked, so you will know either way in advance.

The interactive floor plan

- **Unlock everything** — interior doors, the garage, the utility room, the loft hatch if it is part of the living space.
- A room that cannot be reached does not get measured, and a gap in a floor plan is the first thing a buyer asks about.
- Move anything blocking a doorway. The camera has to physically get through.

Virtual staging

- Empty or sparsely furnished rooms can be **furnished digitally** so a buyer can picture the space. Every staged image is labelled as virtually staged.
- If a room is going to be virtually staged, it wants to be **completely empty and properly clean** — a half-furnished room is the hardest to work with.
- Tell me before the shoot which rooms are candidates, so they get photographed from the angle that stages best.

Virtual staging is not a repair. It furnishes a room; it does not disguise damage, a stain or a hole. Anything a buyer would notice at a viewing still needs fixing or disclosing.

OUTSIDE & ON THE DAY

The last hour

Outside

- Lawn cut, edges done, leaves cleared. Bins out of sight, not just round the side.
 - Hoses coiled away, garden toys and tools put away, cushions on the garden furniture.
 - Cars off the driveway and away from the front of the house — ask a neighbour if needed.
 - Porch light bulb working. Doormat straight. Cobwebs off the front door.
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The hour before we arrive

- Every light on, every blind open, fans off.
- Worktops and bathroom surfaces cleared one final time.
- Pets and their belongings gone. Bowls and beds too.
- Bins emptied and moved out of the house.
- Anything personal or confidential put away — post, medication, paperwork, keys.
- Plan where you will be. Photos and the walkthrough need you out of shot; the 360 tour needs you out of the house entirely.

Allow three to four hours for the full set. Stills, the walkthrough, the 3D scan and floor plan, then the aerials — the house has to stay camera-ready throughout, so it is worth doing the tidying the night before rather than on the morning.

READY WHEN YOU ARE

Questions before the shoot?

If you are not sure whether something needs to move, send me a photo of the room and I will tell you. It is far easier than redoing a scan.

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