



2025 Product Catalog

April 10, 2025

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LCP Media

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Innovative Visual Media Platform

LCP Media is a national visual media technology company that creates unforgettable virtual real estate experiences by combining unrivaled technology solutions with our unparalleled customer service. Simply put, we deliver an unreal experience from start to finish.



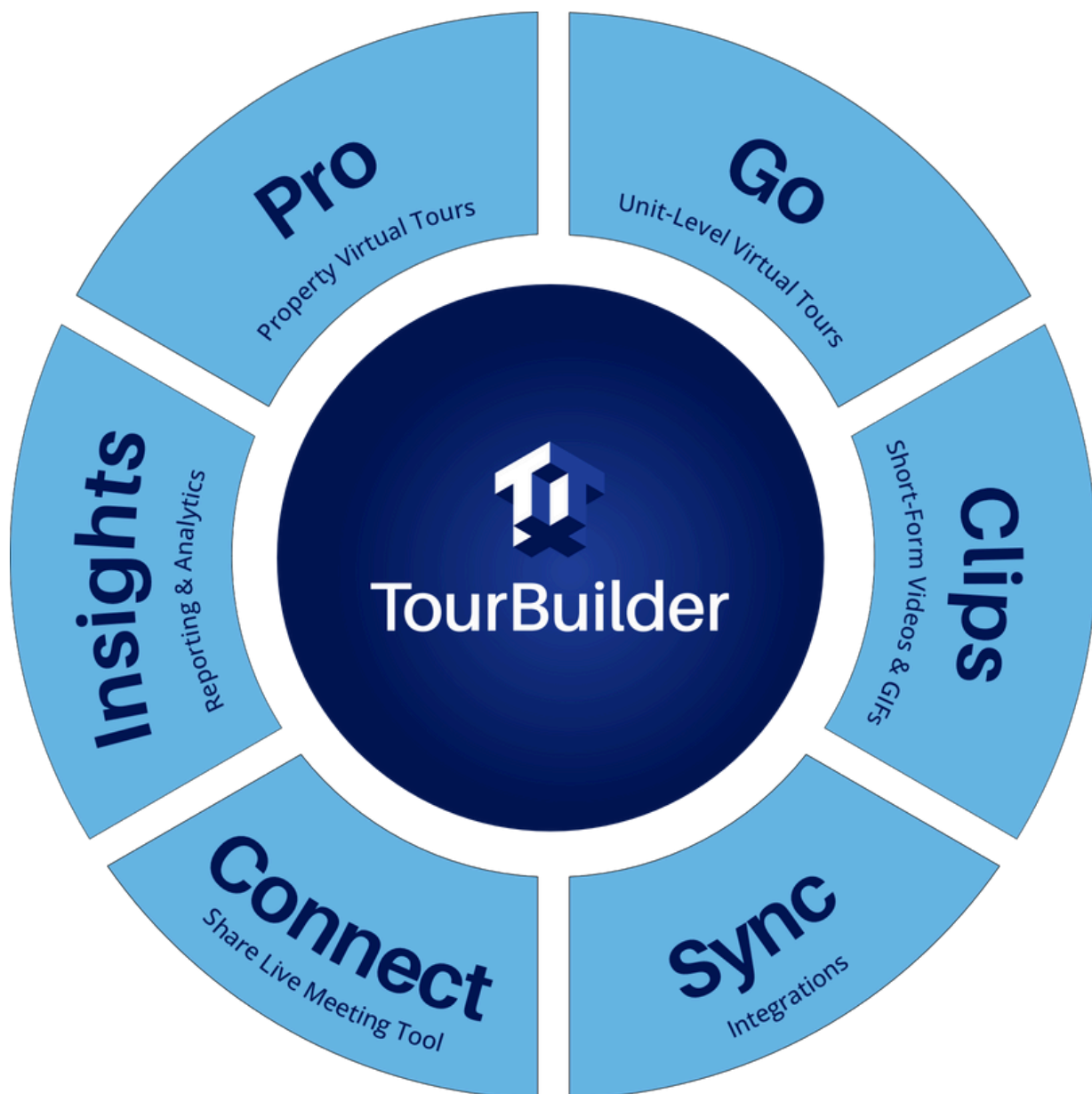


TourBuilder

By LCP Media

Virtual Tour Solutions to Accelerate Your Leasing

The TourBuilder technology platform is tailored for real estate and multifamily marketing and leasing professionals. Easily create, manage, and analyze the performance of your visual media content all in one place. Accelerate your property leasing process with TourBuilder's suite of virtual tour solutions, designed to drive more leads and convert them into leases.



TourBuilder Subscriptions

PREMIUM	STANDARD	STANDARD
 TourBuilder Pro+Go <small>By LCP Media</small>	 TourBuilder Pro <small>By LCP Media</small>	 TourBuilder Go <small>By LCP Media</small>
\$2,100 annually	\$1,250 annually	\$1,250 annually

TourBuilder Platform Subscription Comparison

	PREMIUM	TB PRO STANDARD	TB GO STANDARD
TourBuilder Pro (Property Tour)	✓	✓	✗
TourBuilder Go (Unit-Level or Unit Type Tour)	✓	✗	✓
Dedicated Technical Support	✓	✓	✓
Storage of Media & Content	✓	✓	✓
Google Business Profile	✓	✓	✗
WCAG AA 2.1	✓	✓	✓
TourBuilder Sync (Integrations)	✓	✓	✓
TB Connect (Virtual Leasing Meeting Feature)	✓	✓	✓
TourBuilder Clips (AI Short-form Video)	✓	✓	✓
TourBuilder Insights (Reporting/Analytics)	✓	✓	✓

Add on: TourBuilder Go Unit-Level to TourBuilder Pro Standard - \$100 per unit

Note: All TourBuilder capture services require an annual subscription.

Professional Property Virtual Tours

Display professionally-captured digital content of your entire property and amenities on your website and other marketing channels with the ultimate virtual experience. TourBuilder Pro is a performance-driven visual media platform that engages your audience with a collection of digital content, from virtual tours and short-form videos to renderings and photography.



Professional Property Capture

Showcase your amenities, common areas and models units with immersive virtual tours professionally shot with a DSLR camera.



Project Management

We make it convenient for you. All planning, logistics and professional editing are handled by the LCP Media team.



National Photographer Network

We have coverage anywhere in the country with LCP Media's extensive national network of professional photographers.



Put Your Property on the Map

Optimize your Google Business Profile listing with photography and 360 virtual tours designed to increase website SEO.

TourBuilder Pro Capture One-Time Fees **Property Virtual Tour**

16 Area Tours + 30 Stills	\$2,300
10 Area Tours + 20 Stills	\$1,550
6 Area Tours + 15 Stills	\$975
Additional Drive-Out Fee	\$400
Additional Area Tours	\$150/area

1 Area = 5 Panoramas

Areas are defined as Small Amenity (1 Area), Large Amenity (2 Areas).

Floor plans: Studio (1 Area), 1 BR (2 Areas), 2 BR (3 Areas), 3 BR (4 Areas), 4 BR (5 Areas)

Unit-Level Virtual Tours

TourBuilder Go is a mobile-based solution that redefines the way 360° virtual tours are created. Empower onsite teams to easily and quickly create unit-level virtual tours, photos, and videos or let one of our seasoned photographers take over. We'll send a photographer to capture your units for a reasonable fee.



Easy-to-Use Mobile App

Two Capture Options

1. Self-Capture with TourBuilder Go Kit

\$1,600 / includes sales tax

INCLUDED IN THE KIT:

- ✓ Ricoh Theta Z1
- ✓ Nanuk Hard Case
- ✓ Manfrotto Tripod
- ✓ Phone Mount
- ✓ Battery Pack
- ✓ Door Stopper

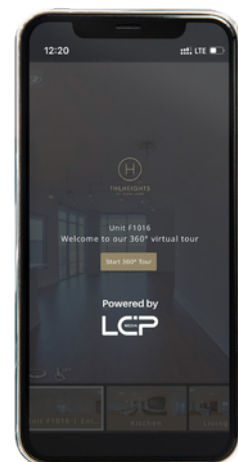


2. LCP Media Photographer

TourBuilder Go Capture Services

\$400 Drive-Out
+ \$30/unit

Minimum 3 units



Note: All TourBuilder Go capture services require an annual subscription. Capture pricing is contingent upon unit availability and size. Additional fees may apply based on specific requirements and conditions.

TOURBUILDER PREMIUM LEASE-UP PACKAGE

From initial construction to property completion, we offer a complete visual media solution for multifamily properties. Our 3D services aid in pre-leasing by visualizing spaces early on. Then, we meticulously capture every unit and amenity with professional photography using our TourBuilder platform. **The TourBuilder Premium Lease-Up Package combines professionally-captured TourBuilder Pro property and TourBuilder Go unit-level tours, so you get the most comprehensive marketing benefit for your lease-up community!**

Premium Lease-Up Package

\$11,150 33% Discount!

Premium Lease-Up Package w/ 3D Renderings

\$9,150* 47% Discount!

INCLUDED IN THE PACKAGE:

- ✓ Premium subscription to TourBuilder (renews annually @ \$2,100)
- ✓ Property virtual tour includes 10 area tours and 20 still photos
- ✓ Unit-level virtual tours (up to 250 units)
- ✓ Up to 12 photography visits to capture units

Minimum 20 units available for capture per session.

Need more units captured?

Additional Units

\$30/Unit

Additional Drive-Out (after first 12 photographer visits)

\$250/Visit

Note: Pricing is contingent upon unit availability and size.
Additional fees may apply based on specific requirements and conditions.

*Premium Lease-Up Package w/ 3D Renderings require a minimum spend of \$20,000 on LCP Media 3D renderings services.

CASE STUDIES

Showcase the success of virtual tours with impactful case studies that demonstrate real results, building confidence in your investment.

Case Study: Greystar Case Study Virtual Tour Technologies

20%



Greystar properties with both unit-level and property-level virtual tours were shown to have higher effective rents

=\$1.3 Million

This translates to an additional \$1.3 million a year in effective rent compared to properties without any virtual tours



5 days=

Greystar properties with both unit-level and property-level tours were found to reduce average days vacant by 5 days



\$37,895

This translates to a reduced vacancy loss of \$37,895 in annual vacancy savings per property based on Greystar's average rent of \$2,145/month

This study evaluates the impact of unit-level and property-level virtual tours on two key metrics: average effective rents and average days vacant. By offering prospects a convenient and efficient way to view properties, virtual tours not only enhance the leasing experience but also serve as a strategic approach to maximizing NOI.

Case Study: Boost Your Leasing with TourBuilder Go Unit-Level Tours

Proven Success with Unit-Level Tours

40%

More Leads

80%

More Gross Leases
(Applications)

72%

More
Net Leases

38%

Higher Lead-to-Lease
Conversion

LCP Media's case study shows that unit-level virtual tours with TourBuilder Go boost leasing results. Over a year, the study found mobile-powered tours enhance engagement and lead-to-lease conversions, proving immersive visuals meet renter expectations and improve outcomes.



TourBuilder Sync

By LCP Media

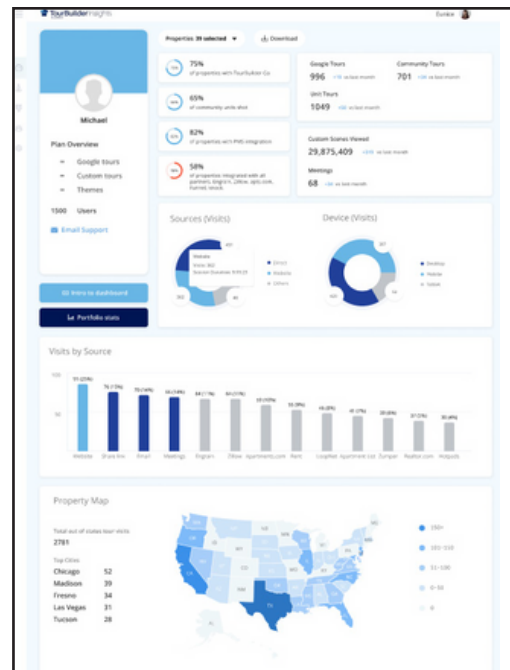
Connect to your preferred marketing channels and property management systems.




TourBuilder Insights

By LCP Media

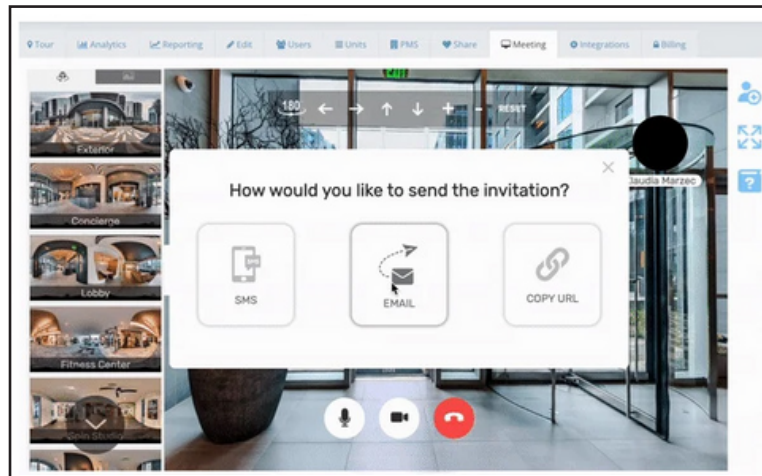
Gain valuable insights into your virtual tours' performance with TourBuilder's comprehensive analytics and tools to help you make data-driven marketing decisions.



Enhanced Engagement with Guided Virtual Tours

Share virtual tours live:

- Guided virtual tours between leasing agents and prospects anywhere in the world
- Connect via SMS, email, or direct link
- Full audiovisual meeting tool capability
- Share and view virtual tours between roommates, family and friends
- Capture contact information for better lead to lease tracking



AI-generated short-form videos of virtual tours available in MP4 and GIF formats, both in vertical and horizontal orientation. Use them to post in your social media channels or as a closing tool in your follow-up emails.

PROFESSIONAL PHOTOGRAPHY

Transform your property listings with stunning professional real estate photography that impresses prospects and delivers results.



Professional Photography

Still photography remains one of the most important assets for any marketing channel. We have one of the largest photographer networks and can provide top-tier property photography anywhere in the country.

\$750

10 Stills*

\$35

Per Additional Photo

*10 Photos Minimum
\$400 Visit Fee Included



Drone Photography

Capture breathtaking aerial views of your property with our still photo, 360° photo and video drone services. Our large network of drone operators allows us to deliver anywhere in the United States.



DRONE PHOTOGRAPHY AND VIDEO PACKAGES

15 Drone Stills	\$660
25 Drone Stills	\$880
Five Drone 360°s	\$1,320
60-Second Drone Fly-over Video with Basic Edits + 15 Stills	\$1,550
60-Second Drone Fly-over Video with Basic Edits + 25 Stills	\$1,815
Custom Branding and Advanced Video Edits	\$385



100% Full Ownership

We provide license-free content to all our clients.
Use, share and distribute as you see fit.

3D RENDERINGS

Take your pre-leasing to new heights with 360 and still renderings.



360 Degree Renderings
Offer clients a virtual walk-through of your undeveloped space, including your offices, model units and amenities with 360° panoramic images.



Still Renderings
Use beautiful photorealistic 3D still renderings on your website and in print to show customers what your future space will look like.



Animations

These amazing fly-through animations create a cinematic effect with your 3D rendered content and can be played as a video on your website.

3D Rendering Packages

Model Unit 3D
Virtual Tour

\$4,800

Interior
Amenity 3D
Virtual Tour

\$5,800

Exterior
Amenity 3D
Virtual Tour

\$7,900

Included with Every Package

- ☒ Three 360° Renderings
- ☒ Content Uploaded to Google Business Profile
- ☒ Three Still Renderings
- ☒ Top View 3D Floor Plan
(Model Unit Virtual Tour Only)

3D Rendering Package Add Ons

Model Unit		Amenity Interior		Exterior Amenity	
3D Still	\$600 - \$1,100	3D Still	\$800-\$2,100	3D Still	\$1,300 - \$3,300
3D 360°	\$800 - \$1,300	3D 360°	\$1,000 - \$3,400	3D 360°	\$1,600 - \$4,000

****If the 3D add-on replicates an existing creation, pricing drops significantly***

3D A La Carte Menu

Prices vary based on the **size** and **scope** of your space. From small model units to large amenity spaces, our à la carte offerings for 3D Stills and 3D 360s let you **customize** your project to fit your **vision and budget!**

Small 500 - 1,000 square feet		Medium 1,001 - 3,000 square feet		Large 3,001 - 10,000+ square feet	
3D Still	\$1,100 - \$2,200	3D Still	\$1,600 - \$2,800	3D Still	\$2,100 - \$3,300
3D 360°	\$1,300 - \$2,800	3D 360°	\$2,400 - \$3,200	3D 360°	\$3,400 - \$4,000



Interior Unit Still Starts
at \$1,100



Interior Amenity Still Starts
at \$1,600



Exterior Still Starts
at \$2,200

3D Fly-Through Animation

Starting at \$200/sec with package

Let prospects sit back and enjoy a photorealistic fly-through video animation of your new property with music, branding and cinematic styling.



Animations without packages are subject to a build out fee.

3D RENDERINGS SOCIAL MEDIA ADD-ON

Elevate your marketing game with stunning 3D virtual tours and dynamic video add-ons—crafted to captivate your audience and shine on social



BASIC

4 Short Videos (10-20 secs)

- Property and
- Area Amenities
- Model Unit
- Close-Up Details

20+ Still Images

*Ready made for Instagram,
YouTube Shorts and more*

\$5,500



ADDITIONAL OPTION 1

Additional Short Video
(10-20 secs)

*Highlight more amenities and
property features with
additional short-form videos*

Requires Basic Package

\$1,000



ADDITIONAL OPTION 2

Additional Long Video
(45-60 secs)

*Show more highlights of your
property with a longer video*

Requires Basic Package

\$1,000

Engage Your Audience

Exciting news! We're thrilled to introduce our new 3D Rendering Social Media Add-On, perfectly crafted to enhance your new construction property marketing. Optimized for vertical formats, this package elevates your 3D renderings to capture attention across social platforms using the power of high-quality content. Each option Includes two (2) rounds of revisions.

Next Level Social Media Marketing

The 3D Rendering Social Media Add-On is ideal for large-scale projects that meet the following criteria:

1. Amenity Areas: 3D rendering projects with at least 3-4 amenity zones (e.g., pools, fitness centers, spas, and other communal spaces).

2. TourBuilder Subscription: A key element is the use of 360° rendering virtual tours, which help to fully convey the atmosphere and features of the space, significantly increasing audience engagement.

VIRTUAL STAGING

Watch your space come to life with our photorealistic virtual staging services, designed with your audience in mind.



Impress Your Audience

No one likes a cold, empty room. Impress prospects online with digitally furnished photos of your units and stand out across apartment listings.



Save Money

Avoid the costs of traditional apartment staging with high-end virtual services that are cost-effective and can help prospects imagine their new space.



Creative Control

Want creative freedom and flexibility? Our 3D architects can customize your space with custom furniture and decor built from inspiration you provide us.

STANDARD PRICING

\$120 One Still Image

\$135 One 360° Panorama

CUSTOM PRICING

\$580 One Still Image

\$800 One 360° Panorama

- ☒ Choose from our pre-built virtual staging library to design your space
- ☒ Two editing rounds included
- ☒ Create fully custom furniture pieces and elements outside the staging library
- ☒ Two editing rounds included



■ **Photography not included. 360° Panoramas require an annual subscription.**

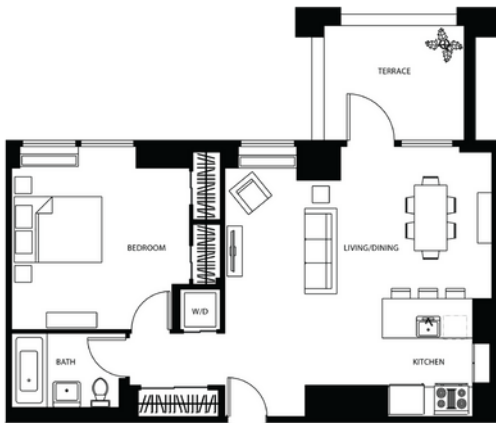
2D & 3D FLOOR PLANS

Showcase your units with elegant 2D floor plans or amaze your prospects with top-view 3D floor plans complete with finishes, furniture and accessories.

2D Apartment Floor Plans

2D Unfurnished
Black & White
\$110

2D Furnished
Black & White
\$135



3D Apartment Floor Plans

3D Furnished
\$235

3D Custom
\$385



Site Plan

Looking to give your prospects a birds-eye view of the entire community?
Site plans will do just that.



Show your customers exactly where the unit they are looking at will be within your property.

Community Site Plan

\$2,200



Price List at a Glance



TourBuilder Virtual Tours

TourBuilder Annual Subscription

TourBuilder Premium Annual Subscription	\$2,100
TourBuilder Pro Standard Annual Subscription	\$1,250
TourBuilder Go Standard Annual Subscription	\$1,250

TourBuilder Pro Capture One-Time Fees **Property Virtual Tour**

16 Area Tours + 30 Stills	\$2,300
10 Area Tours + 20 Stills	\$1,550
6 Area Tours + 15 Stills	\$975
Additional Drive-Out Fee	\$400
Additional Area Tours	\$150/area

1 Area = 5 Panoramas

Areas are defined as Small Amenity (1 Area), Large Amenity (2 Areas).

Floor plans: Studio (1 Area), 1 BR (2 Areas), 2 BR (3 Areas), 3 BR (4 Areas), 4 BR (5 Areas)

TourBuilder Go Capture One-Time Fees **Unit-Level Virtual Tour**

TourBuilder Go Virtual Tour Capture	(minimum 3 units)	\$400 Drive-Out + \$30/Unit
TourBuilder Go Kit for Self-Capture	(includes sales tax)	\$1,600

Note: All TourBuilder Go capture services require an annual subscription.
 Capture pricing is contingent upon unit availability and size.
 Additional fees may apply based on specific requirements and conditions.

TourBuilder Virtual Tours

TourBuilder Premium Lease-Up Package	
TourBuilder Premium Lease-Up Package	\$11,150
TourBuilder Premium Lease-Up Package w/ 3D*	\$9,150
Additional Units	\$30/unit
Additional Drive-Out Fee	\$250/visit

*Required minimum spend of \$20,000 on LCP Media 3D rendering services.

Professional Photography

Still Photography	
10 Stills*	\$750
Per Additional Photo	\$35
Additional Drive-Out Fee	\$400
Premium Editing	\$35/photo

*10 Photos Minimum, \$400 Visit Fee Included

Drone Photography and Video Packages	
15 Drone Stills	\$660
25 Drone Stills	\$880
5 Drone 360° Panoramas	\$1,320
60-Second Drone Fly-over Video with Basic Edits + 15 Stills	\$1,550
60-Second Drone Fly-over Video with Basic Edits + 25 Stills	\$1,815
Custom Branding and Advanced Video Edits	\$385

3D Renderings

3D Still Renderings

Interior Unit	\$1,100
Interior Amenity Still Rendering	\$1,600
Exterior Still Rendering	\$2,200

3D Virtual Tour Rendering Packages

Model Unit - 3 360° Renderings + 3 Stills + Floor Plan	\$4,800
Interior Amenity - 3 360° Renderings + 3 Stills	\$5,800
Exterior Amenity - 3 360° Renderings + 3 Stills	\$7,900
3D Rendering Fly-Through Animation	Starting at \$200/sec

3D Rendering Add Ons

Model Unit		Amenity Interior		Exterior Amenity	
3D Still (same)	\$600	3D Still (same)	\$800	3D Still (same)	\$1,300
3D Still (new)	A la carte \$	3D Still (new)	A la carte \$	3D Still (new)	A la carte \$
3D 360° (same)	\$800	3D 360° (same)	\$1,000	3D 360° (same)	\$1,600
3D 360° (new)	A la carte \$	3D 360° (new)	A la carte \$	3D 360° (new)	

****If the 3D add-on replicates an existing creation, pricing drops significantly***

3D A La Carte Menu

Small 500 - 1,000 sq ft		Medium 1,001 - 3,000 sq ft		Large 3,001 - 10,000+ sq ft	
Model Unit Still	\$600	Model Unit Still	N/A	Model Unit Still	N/A
Model Unit 360°	\$1,300	Model Unit 360°	N/A	Model Unit 360°	N/A
Amenity Interior Still	\$1,200	Amenity Interior Still	\$1,600	Amenity Interior Still	\$2,100
Amenity Interior 360°	\$1,800	Amenity Interior 360°	\$2,400	Amenity Interior 360°	\$3,400
Exterior Amenity Still	\$2,200	Exterior Amenity Still	\$2,800	Exterior Amenity Still	\$3,300
Exterior Amenity 360°	\$2,800	Exterior Amenity 360°	\$3,200	Exterior Amenity 360°	\$4,000
Exterior Building Still	\$2,200	Exterior Building Still	\$2,800	Exterior Building Still	\$3,300
Exterior Building 360°	\$2,800	Exterior Building 360°	\$3,200	Exterior Building 360°	\$4,000

3D Social Media Add-On

Basic - 4 Short Videos (10-20 seconds)	\$5,500
Additional Option 1 - Additional Short Video (10-20 seconds)	\$1,000
Additional Option 2 - Additional Long Video (45-60 seconds)	\$1,000



Virtual Staging

Virtual Staging	
Standard Pricing - 1 Still Image	\$120
Standard Pricing - 1 360° Panorama	\$135
Custom Pricing - 1 Still Image	\$580
Custom Pricing - 1 360° Panorama	\$800

Floor Plans / Site Plan

Floor Plans / Site Plan	
2D Unfurnished Black & White	\$110
2D Furnished Black & White	\$135
3D Furnished	\$235
3D Custom	\$385
Community Site Plan	\$2,200

