

# Making an Impact Beyond the Lens



According to the National Association of Realtors, 97% of buyers use the internet to search for homes. With such a high percentage of individuals looking for homes online, it's more important than ever for Realtors to have professional photos to drive traffic, and that's where 360 Tour Designs can help. Since 2009, the company has been providing Realtors with high-quality photos and videos to help sell listings faster.

When 360 Tour Designs began to franchise in 2019, they had strong goals of helping people own successful businesses and support-

ing local communities. The company partners with local Realtor associations, many of which have foundations that are committed to giving back to the communities in a variety of ways.

**“We are all in on anything our team members have a passion for,” said CEO and Franchise Chairman Greg Drake. “We really want to become a part of the local community, so whether it’s a local 5k or a national effort to raise awareness, we encourage our franchisees to give back.”**



The franchisees are at the heart of everything the company does. They do not need to have any prior experience, and they are provided with intensive training both online and in-person at the company's corporate headquarters.

“The most important aspect for us is the people,” said Drake. “Watching them grow and become successful is my favorite part of everything we do. Oftentimes, this is one of the biggest things our franchisees have done in their lives, so to watch that fear and nervousness turn into comfort and passion is why I wake up every morning.”

It's not hard to understand why 360 Tour Designs has been so successful, and they show no signs of slowing down. The company has recently developed back-end proprietary software that supports clients and franchise owners. It's also working on expanding into other industries and looking into new revenue streams to give franchisees constant growth.

**“We are human connected and that’s super important to us,” said Drake. “We want our franchisees to be successful, so we’re here to serve them. That’s what gets us excited and out of bed every morning.”**

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