



Top 10 Ways to Use VR to Win Listings in Real Estate

A step-by-step guide to get started

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If your browser does not support the arrows, please use the left and right arrow keys.

Stay Ahead of the Competition



It's a challenging time for real estate professionals.

In order to compete in today's market, you have to continue to leverage traditional marketing, such as yard signs, print collateral, and 2D photography, while also learning and embracing newer technologies, such as Facebook, video, 3D and VR. These newer technologies are becoming more mainstream every day. Real estate professionals who are reinventing themselves and early to adopt are staying ahead of the competition while others are being left behind.

The eBook

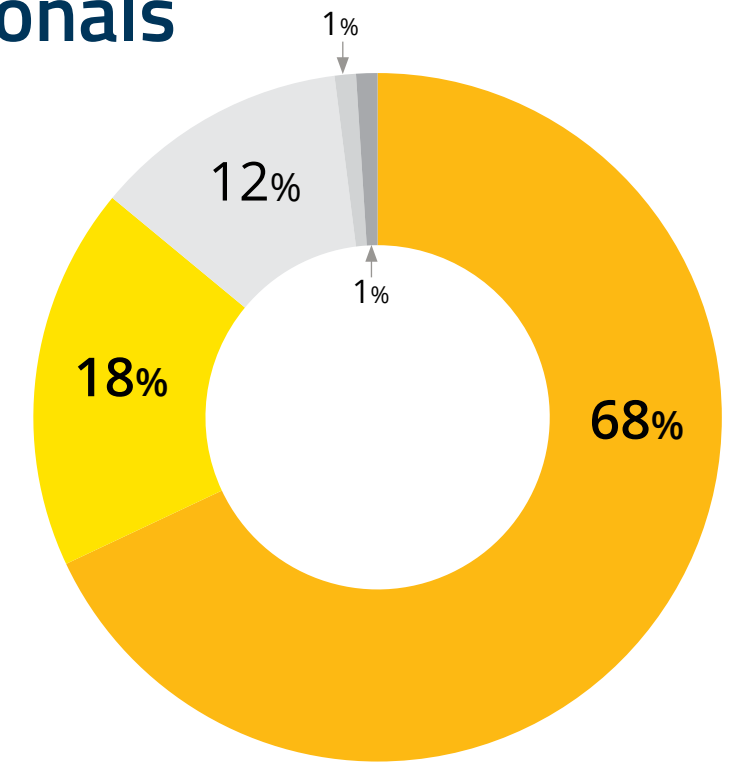
In this ebook, you will learn about what the competition is doing and thinking, as well as tips and tricks on how to outmaneuver them, using 3D and VR to win more business.

Step-by-Step Guide

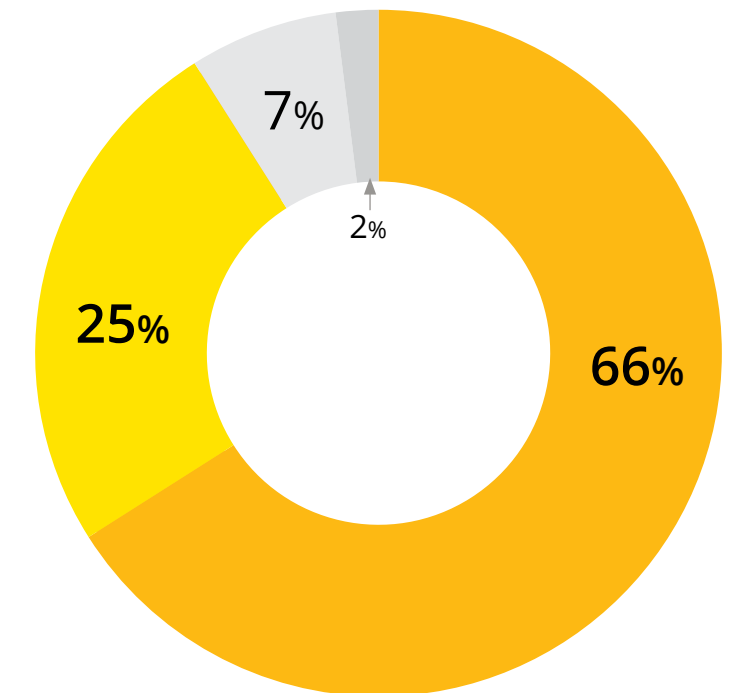
With our step by step guide, you'll be able to bring VR into your business for as little as \$10 (the cost of a Google Cardboard). We provide you 3D/VR models that you can use to WOW sellers in listing presentations and convert them into clients more than ever before. And just as important, we explain how you can easily get that 3D/VR model for your new listing.

Competition amongst real estate professionals is greater than ever

86% of real estate professionals agree competition amongst real estate professionals is greater than ever



91% of real estate professionals agree innovative technologies can help agents beat the competition



- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

n=247 // Matterport : February 2017

Real Estate Professionals are Turning to Virtual Reality



I hope to start using VR in 2017 in order to be more competitive



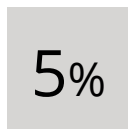
I have begun adopting VR to show myself as a tech-forward agent



I hope to start using VR in 2017 in order to be more competitive

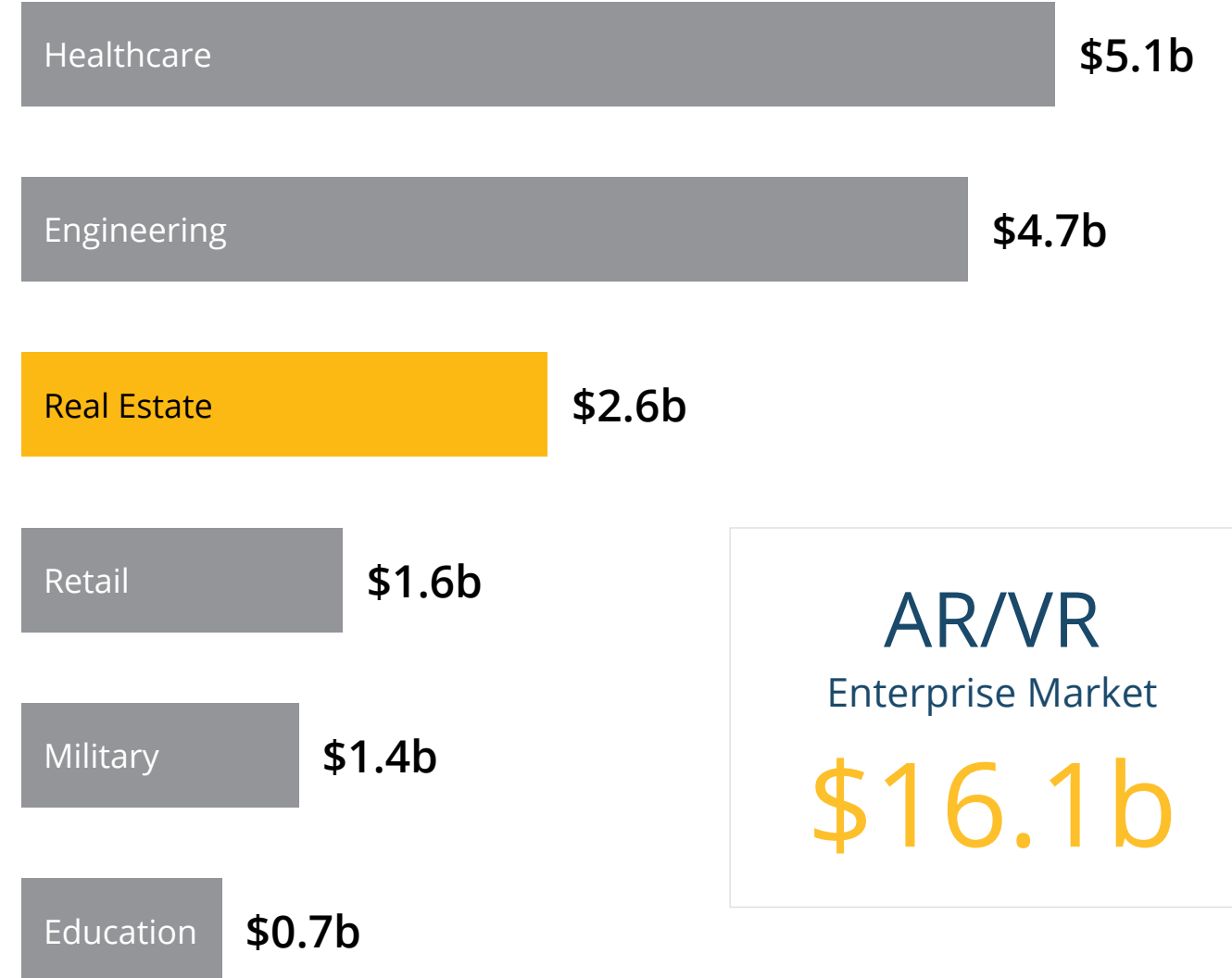


I hope to start using VR in 2017 in order to be more competitive



n=247 // Matterport : February 2017

Virtual Reality is Taking Off



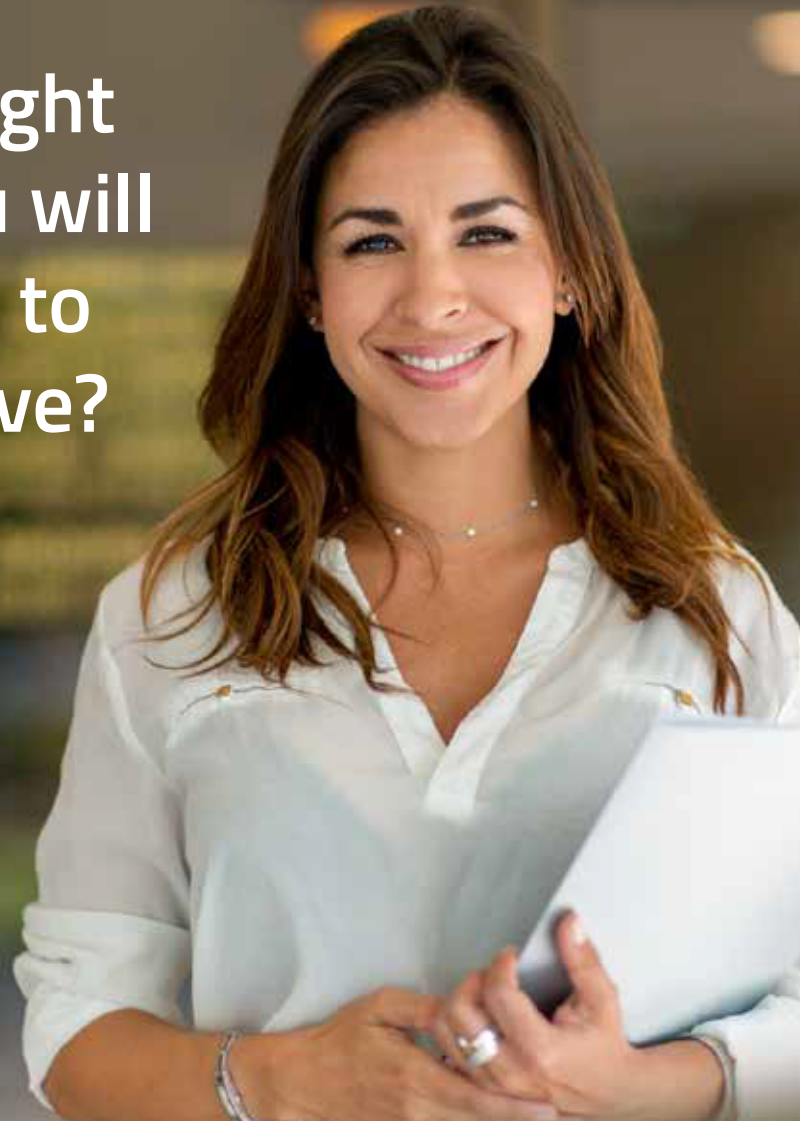
Today, for realtors and prospective homeowners to set themselves apart in the digital marketing fray, they need 3D models and showcases of their homes.



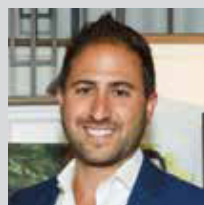
*Forbes, "Is This The Future Of Real Estate Marketing?"
R.L. Adams, 3/9/2017*

Have you thought about how you will use 3D and VR to stay competitive?

Here are some ideas, and a step by step guide to getting started:



It's one of the first things we talk about, after our names, in the listing meeting. And we win nearly every listing presentation because we come in with Matterport <3D and VR technology>. If you don't have it, you have no chance, especially in luxury. The value to us - it's priceless.



Matt Altman
The Altman Brothers
Beverly Hills Luxury Real Estate Agents
Bravo Million Dollar Listing Star

10 Ways To Use 3D and VR to Stay Ahead of Your Competition



1

3D and VR

provide a visual marketing program that works, so agents use it to WOW clients in their listing presentations.



Leverage 3D and VR to Win the Listings

Sellers expect agents to:

- have a strategic and proven marketing plan
- be able to tap into a broad, and even global, buyer pool.

How Do Selling Agents Leverage 3D/VR, After Winning the Listings?



They make a 3D/VR model of the listings



They send models to other agents & past buyers, and put them on Facebook, targeted by high-end zip codes



They keep headsets available, in their properties, to efficiently "take" buyers to other places



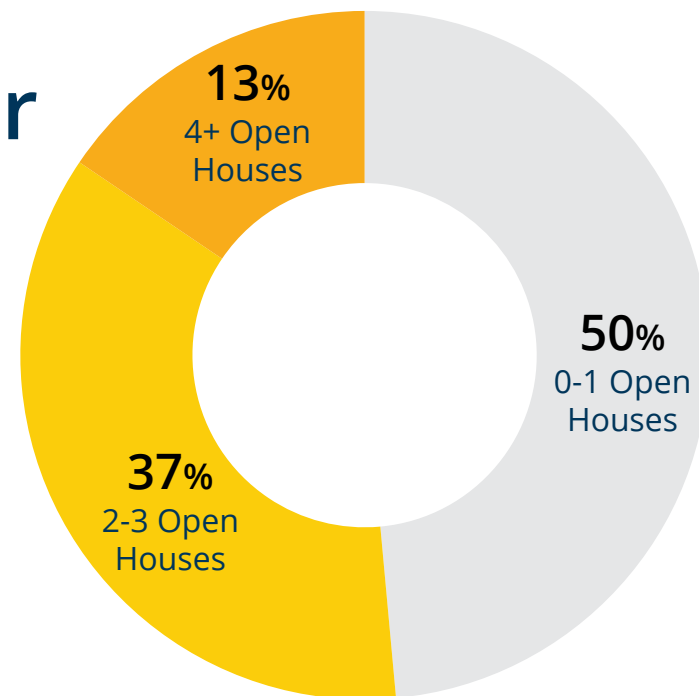
They set up guided tours, and storytell, within the models, the way sellers would want to show their homes



Open Houses Are Time Consuming and Disruptive for Home Sellers

Half of real estate professionals hold at least 2 open houses per listing.

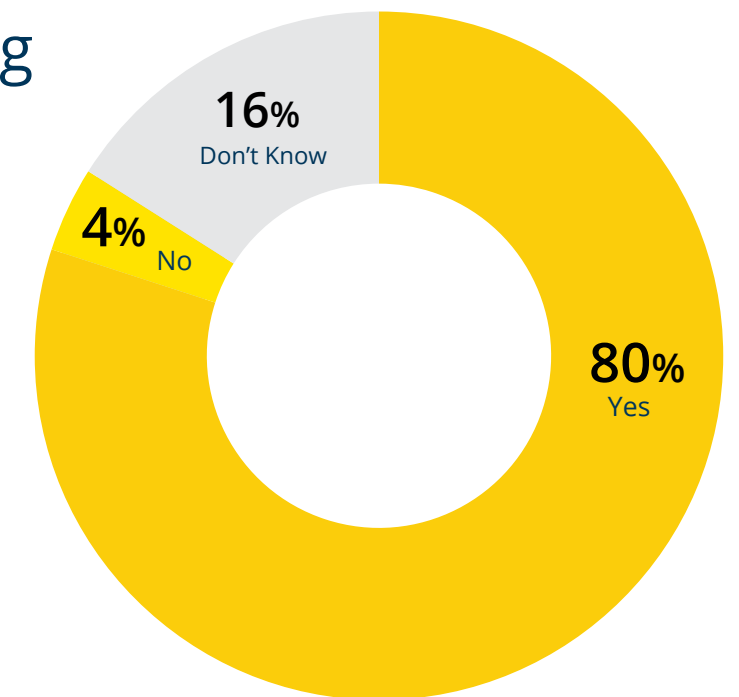
n= 336 CRS (Council of Residential Specialists) & Matterport, April 2017



Do you think your clients would prefer to spend less time staging their home?

80% of respondents agree their clients would prefer to spend less time staging their homes.

n=322, CRS (Council of Residential Specialists) & Matterport, Feb/May 2017

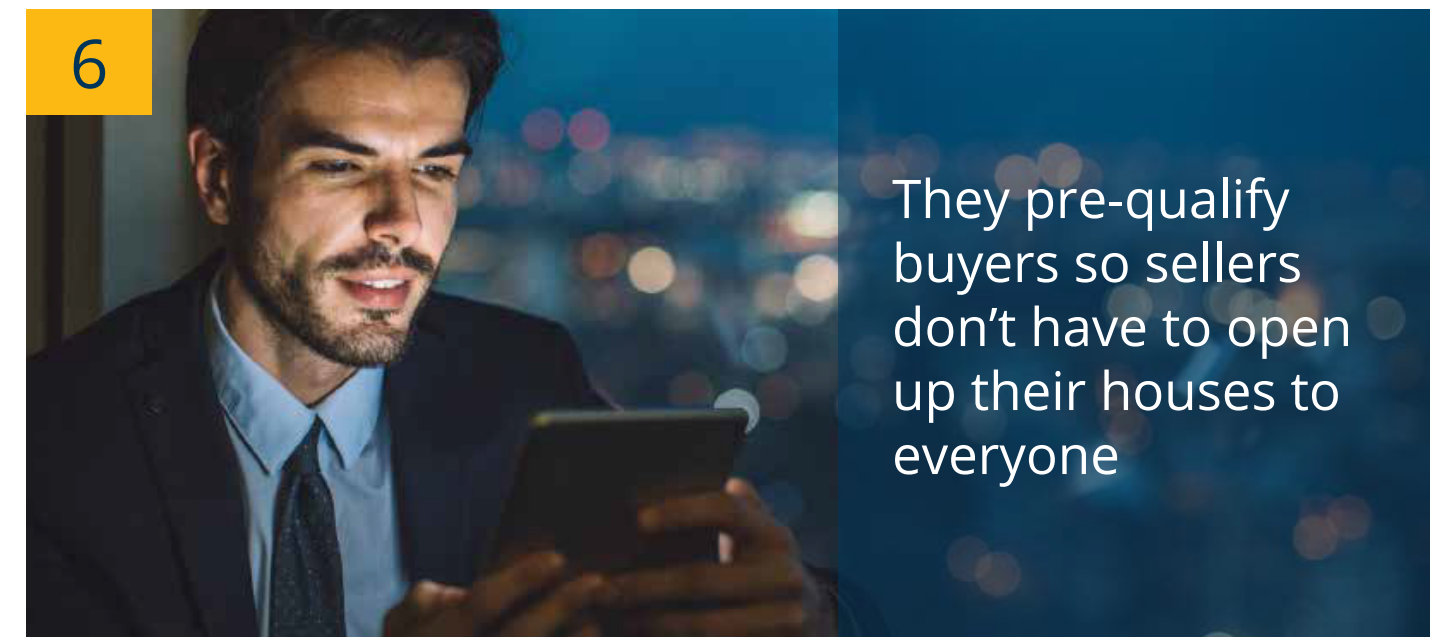
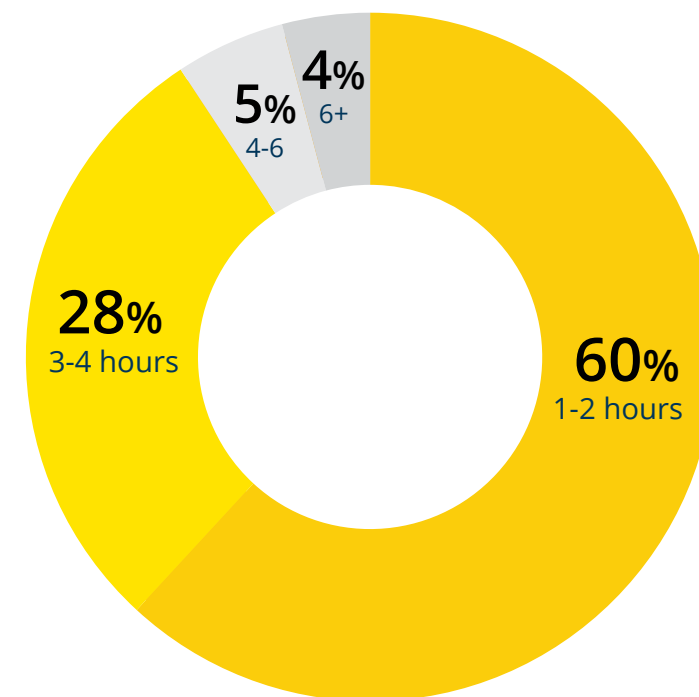


A Virtual Open House Saves Time and Energy

36% of respondents spend over 3 hours preparing for each open house.

For those with 3 or more open houses per listing, that can be well over 10 hours.

n=334 CRS (Council of Residential Specialists) & Matterport, Feb/May 2017



They pre-qualify buyers so sellers don't have to open up their houses to everyone

Buying agents are also leveraging 3D/VR to make a lasting impression and win more business.

3D and VR provide the most immersive and efficient solution for buyers to assess properties, traverse geographies and make educated buying decisions



7

They also make 3D/VR models of homes to share with clients



8

They bring VR headsets to the buyers home, use them at their offices, or send them via mail



9

They scan homes, while under contract, so architects and designers can get started

Sotheby's
INTERNATIONAL REALTY

David McHugh
Senior Broker, Sotheby's
International Realty, #1 in
Vail Valley

In the last year and a half, I've done \$20+ million in sales, without customers coming to Beaver Creek or Vail, because of Matterport <3D and VR>.



10

They give the models as closing gifts, for buyers to share with friends & family



Congratulations.

You are ready for your next
listing presentation.

Contact Gary Roberts to book your Matterport tour today!
519.265.2636 | groberts@integratedmarketing.ca