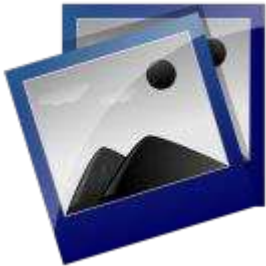


Your Marketing Content Wheel



PHOTO



SELL 32% FASTER

HOMES WITH HIGH QUALITY
PHOTOGRAPHY SELLS 32 PERCENT
FASTER



FLOOR PLAN



64% OF BUYERS PLACE
IMPORTANCE ON FLOOR PLANS

64% OF HOMEBUYERS PLACE GREAT
IMPORTANCE ON FLOOR PLANS IN
DETERMINING HOMES PURCHASE

VIRTUAL TOUR



HOMES SELL 10
DAYS FASTER!

PROPERTIES ARE SOLD 10 DAYS
FASTER THAN COMPARABLE HOME
LISTINGS



VIRTUAL TOUR



3X TO 6X MORE TIME
ENGAGEMENT

VIRTUAL 3D TOURS CREATES 3X TO
6X TIMES MORE ENGAGEMENT TO
PROPERTY LISTINGS THAT OFFER
AN IMMERSIVE 3D TOUR EXPERIENCE



VIRTUAL TOUR



BUYERS ARE 95% MORE
LIKELY TO CALL

BUYERS ARE 60% MORE LIKELY TO
EMAIL AN AGENT AND 95% MORE
LIKELY TO CALL THE AGENT OF A
PROPERTY WITH A 3D TOUR



VIRTUAL TOUR



74% OF AGENTS WIN
MORE LISTINGS

AGENTS ACQUIRE A 74% INCREASE
ON THEIR LISTINGS BECAUSE OF
3D TOURS



VIDEO



403% MORE INQUIRIES

HOMES LISTED WITH ONLINE
MARKETING VIDEO GET FOUR TIMES
(4X) OR 403% MORE INQUIRIES VS
HOMES LISTED WITHOUT VIDEOS



VIDEO



90% MORE HELPFUL

90% OF BUYERS SAYS SEEING A
VIDEO IS HELPFUL IN THE DECISION
PROCESS

VIDEO



50X EASIER IN ACHIEVING
PAGE 1 ON GOOGLE

IT IS 50X EASIER TO ACHIEVE A PAGE
1 RANKING ON GOOGLE WITH A
VIDEO THAN WITHOUT

VIRTUAL STAGING



AGENTS SAY STAGING INCREASES
SELLING PRICE UP TO 20%

SELL FASTER

67% of agents say staging
decreases time on market

SPARK INTERESTS

40% of agents say their clients
showed more interests when a
home has been virtually staged

SHINE ONLINE

92% of homes visited are
first found online

SHOW POTENTIAL

77% of agents say staging helps
buyers visualize a home's
potential



References:

Millennial buyers now comprise 35% of all new homebuyers on the market, which means higher demand for more engaging, interactive and mobile-ready content from real estate professionals.

1 In the next two years, 80% of Millennials will seek to purchase a home, according to Trulia. That's almost 67 million prospective buyers.

2 89% of buyers across demographics increasingly look to web and mobile tools to narrow down their list of properties to consider.

3 In 2015, 39% of digital marketers believed that more of their budget should be reallocated towards creating compelling visual assets.

4 Real estate listings with more visual content (like video) receive 403% more inquiries compared to those without video.

5 41% of home buyers found interactive maps very useful, while 40% felt the same about virtual tours.

6 92% of home buyers search the internet before contacting an agent.

10 great digital video statistics for realtors:

1. Real estate listings with videos receive 403% more inquiries than those without videos.

2. 85% of buyers and sellers want to work with an agent who uses video as part of their marketing efforts.

3. Homes listed with video get four (4X) times the inquiries of homes listed without video.

4. YouTube receives over 1 billion users per month, who watch over 6 billion hours of video.

5. Videos increase people's understanding of your product or service by 74%.

6. One-third (1/3) 33% of all online activity is spent watching video.

7. 90% of users say that seeing a video about a product is helpful in the decision process.

8. U.S. digital video ad spending will nearly double in only four years, climbing from \$4.14 billion this year to \$8.04 billion in 2016.

9. It is 50x easier to achieve a page 1 ranking on Google with a video than without.

10. Of homebuyers who use video in their search, 86% use it to research a particular community, while 70% use it to tour the inside of homes.

Floor Plans: When determining which homes to consider purchasing, home buyers place importance on a variety of methods, including:

Taking a private tour of the home (78 percent)

Having an inspection/pre-inspection (78 percent)

Viewing a floor plan of the home (64 percent)

Viewing professional pictures of the home (52 percent)

Having the home empty/free of the previous seller's belongings (51 percent)

Attending an open house of the home (48 percent)

Watching a video tour of the home (35 percent)

Having the home staged (33 percent)

Professional Photography 2D Pictures

The following information is provided by the Center for REALTOR® Development (CRD).

It might seem obvious—or go without saying—that good photography and videography are critical for your success as a real estate professional.

But when you dig into the numbers, just how much of an impact good visuals make borders on shocking. Check out some of these stats:

Homes with high quality photography sell 32 percent faster.

Homes with more photos sell faster, too. A home with one photo spends an average 70 days on the market, but a home with 20 photos spends 32 days on the market.

For homes in the \$200,000 to \$1 million range, those that include high-quality photography in their listings sell for \$3,000-\$11,000 more.

Virtual Tour Stats

According to Apartments.com:
Visitors to their website spend 3x - 6x more time engaging with property listings that offer a Matterport Immersive 3D Tour experience.
Properties with Matterport 3D tours receive 49% more qualified leads.

According to Redfin:
Homes sell an average of 10 days faster than comparable homes thanks to Matterport 3D walkthroughs, advanced presentation technology, and great customer service.

According to REA Group:
Buyers are 80% more likely to email an agent and 95% more likely to call an agent a property they've seen on realestate.com.au that includes a Matterport 3D Tour Showcase.

Agents using Matterport 3D Tours are seeing real results:
90% stated that 3D Tours helps them build a stronger brand in the marketplace.
83% are more competitive because of Matterport.
74% win more listings because of Matterport.
(source 9: Mixpanel Analytics, iOS app, last 30 days as of 19 May 2016)
(source 10: Customer survey fielded in 8/16, n =131)



Search Houses

Use filters

Cities

-- select city --

Price Min

800000

Price Max

Min Bedrooms:

Min Bathrooms:

Property types:

-- For rent and for sale --

☐ Garage

☐ Basement

Show houses within

20

mi

of

Denver, CO 80202, USA

[USE MY LOCATION](#)

SEARCH

FOR SALE

\$1999000



280 Grape St Denver, CO 80220

Beds: 5 Baths: 3 5517 ft²

FOR SALE

\$829900



7220 W Bonfils Ln UNIT 415 Lakewood, CO 80226

Beds: 2 Baths: 2 2215 ft²

FOR SALE

\$829900



7220 W Bonfils Ln UNIT 415 Lakewood, CO 80226

Beds: 2 Baths: 2 2215 ft²

FOR SALE

\$1800000



7381 E 6th Ave Denver, CO 80230

Beds: 5 Baths: 4

FOR SALE

\$810000



303 Painted Horse Way Erie, CO 80516

Beds: 4 Baths: 4 4616 ft²

FOR SALE

\$800000



303 Painted Horse Way Erie, CO 80516

Beds: 4 Baths: 4 4616 ft²

Schedule a Shoot

Realty360View.com
or
Prop.Tours