

Real Estate Marketing Essentials: **GOING VIRTUAL** WITH YOUR LISTINGS

SONAR  VISUAL
REAL ESTATE MARKETING

A 21st century guide to
property marketing that sells



INTRODUCTION



Welcome to the digital age, where virtual reality, artificial intelligence, machine learning, and the internet of things are the new status quo. Technology is evolving at neck-breaking speeds and touches every part of our lives, at work and at home. As a real estate professional, what does this mean for you?

It means staying current with trends in technology. By keeping your eyes on the future and understanding what technologies are impacting your clients' lives, you'll be able to make better decisions that will drive your business.

Thank you for downloading this eBook!

DID YOU KNOW?



Virtual reality (VR) has become so popular that it's on track to becoming a \$29.7 billion dollar industry by 2020!

VIRTUAL REALITY



With so many advances in technology and even more ways to apply them, it's impossible to cover every single detail and its relevance to the real estate world. We know you're an extremely busy individual, so we're going to be focusing on the most valuable applications that have been proven to drive traffic, convert leads, and increase sales so you can grow your business.

Virtual Reality is the New Reality

What exactly is virtual reality?

Simply put, virtual reality is the use of computer technology to create a simulated environment. This highly advanced digital imaging product can be used to stage empty homes, create a 24-hour open house, and alter the background or foreground of photos.

Virtual reality offers new, exciting ways to promote your real estate business, sell more properties, and keep your clients engaged.



3D VIRTUAL TOURS



Virtual tours are highly interactive 3D renderings of real life spaces. By taking multiple 360-degree photos and stitching them together, a future home buyer can explore a space online in the same way they would if they were actually inside the home, viewing the home at their own pace!

A Win-Win-Win Solution

Matterport tours offer numerous benefits for real estate professionals, sellers, and potential buyers in the residential and commercial markets. Because this dynamic media solution engages buyers in a way that photos and words cannot, listing portals have dedicated tremendous resources to make 3D tours more accessible to end users by adding new filters and capabilities.

DID YOU KNOW?



Properties featured with virtual tours get 95% more phone inquiries and 65% more email inquiries than those without.



6 COMPELLING REASONS TO USE 3D VIRTUAL TOURS

Save time by attracting high quality leads

There's nothing more valuable than time. Any successful realtor knows that and lives by it. Going out of your way to meet every single potential buyer for a private tour is awfully time consuming, especially when a handful of them have no real intention of making a purchase.

You can be sure that buyers who call you after taking the online tour are truly interested in the property. Instead of flogging a dead horse, you can make time for other aspects of your business that is sure to provide a return on your investment of time.

Cut costs on travel

Not only will virtual tours save you time, they'll also save you money in the long run. Think about how many times you've offered a private tour for potential clients, just for them to realize that they aren't a fan of the kitchen or another aspect of the house. When you've got numerous listings and even more potential buyers, you can end up spending a lot of money on gas driving back and forth!

Virtual house tours will help eliminate these issues. If customers can check out the property online in advance, you will only travel to properties to meet truly interested buyers.



Get more website traffic

Because virtual tours are so dynamic and entertaining, they'll attract more traffic to your website as more and more of your online followers share this fascinating media solution.

Property listings with virtual tours receive over 40 percent more clicks compared to those using static images. Your real estate website will rank better in search results because of your increased traffic stats, leading to increased sales!



For remote properties, virtual tours offer convenience and saved time for buyers who have to travel a further distance to view it.

Reduce your bounce rate

What is bounce rate, you ask?

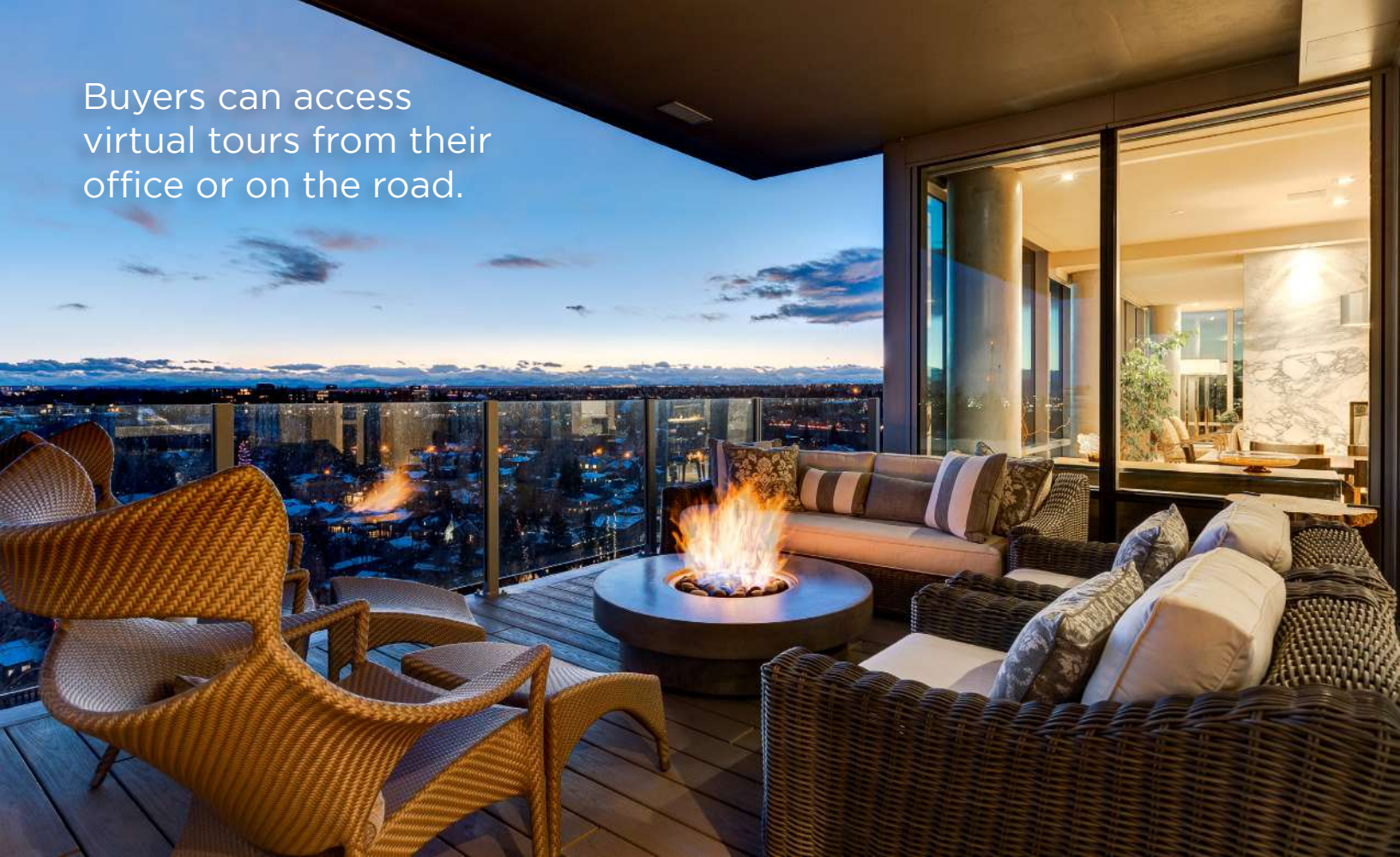
Bounce rate refers to the number of website visitors who immediately leave your website after viewing only one page.

Why does bounce rate matter?

Reducing your bounce rate means that your website ranks higher in Google's search engine, where the majority of buyers today will begin their search.

While there are a number of ways to reduce your website's bounce rate, virtual tours are among the most effective. Generally speaking, clients will spend about a minute or more to take a full virtual tour. This means that people will spend more time on your site. As a result, your bounce rate will drop and your online exposure will increase. Future buyers are more likely to discover your website!

Buyers can access virtual tours from their office or on the road.



Stand out from the crowd

Virtual house tours give you a competitive advantage because not all of your competitors are harnessing the power of this dynamic media solution. The “Wow!” factor it gives your listings is unparalleled. Because your listing is so much more memorable, you’re sure to attract future clients who will want to work with a real estate professional who offers innovative solutions and unique experiences to sell homes faster.

Ultimate convenience

When you’re showcasing a property, the house should be immaculate. But, it can be a hassle to ask the homeowners to clean every time someone is interested in viewing the home.

With virtual tours, you can show off the property in its very best condition - no constant cleaning required. Furthermore, you can use Matteredtags to highlight key features of the property to highlight the value of the investment.

VIRTUAL STAGING



When it comes to selling a home, one of the most powerful marketing tools you can use to attract buyers are high quality photos. But a high quality photo of an empty room isn't going to have the same impact on prospective clients as one that is staged to enhance the imagination.

Show the Potential of a Property

Virtual staging gives listings a competitive advantage by digitally furnishing a space. You can impress your buyers with a variety of furnishing styles to showcase the property. Why stage the traditional way when you can get photorealistic images at a fraction of the cost? With staging, it's out with the old and in with the new!

DID YOU KNOW?



Staged properties spend half the time on the market than non-staged homes and sell for more than 6% above the asking price.

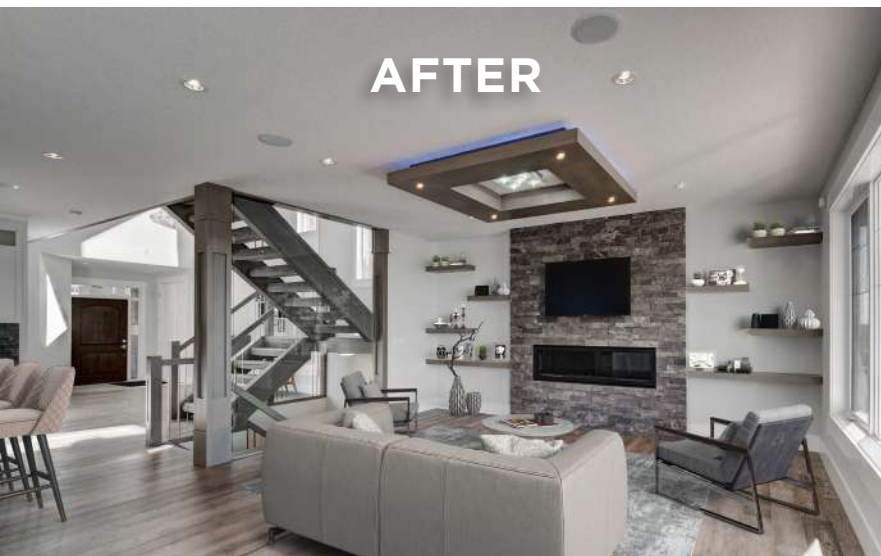
6 COMPELLING REASONS TO USE VIRTUAL STAGING



BEFORE



AFTER



Reduced costs

When comparing the costs between traditional staging and virtual staging, realtors often make the mistake of overlooking monthly rental costs traditional staging methods entail. Not only will you incur expenses on an interior designer and the furniture itself, you'll have additional holding costs to keep the space staged.

With virtual staging, however, you have the luxury of a one-time investment that's sure to pay dividends. All you have to do is select the photos you'd like staged and send them off. No recurring monthly fees!

Offers versatility & style

With a large selection of styles to choose from, you can appeal to a clientele with diverse preferences. Prospective buyers aren't just looking for a house - they're also looking for a home. Show them what kind of lifestyle they can have by furnishing the home with a variety of furniture styles. Would your perfect buyer persona appreciate a modern, contemporary style for an inner city condo? Or a cozy, rustic style for a farmhouse-style home? Whatever you decide, you can bet that virtual staging has the ability to make your vision a reality!

DID YOU KNOW?



95% of staged homes sell in 11 days or less, 87% faster than non-staged homes.



BEFORE



AFTER

Great return on investment

Staged homes sell for more than 6% above the asking price of a property. (Yes! 6%!) Staging offers a chance for the potential buyer to imagine how their lifestyles fit into the home for sale, which is the reason for this increase. It's no wonder real estate industry leaders are using virtual staging for their listing images as they recognize the benefit of having property buyers relate to an otherwise vacant space. Even in a hot market, virtual staging is still highly used. After all, it's one thing to simply sell a house and another to maximize the sale!

Frees up your time

Using traditional staging methods involves hiring a staging company, delivering furniture, getting everything set up, and having the home photographed. With virtual staging, you can photograph a vacant room in an hour or two, and then have the whole home staged and delivered back to you in only 1 to 2 days. This method allows you to have more time for what really matters in your business, like getting to know sellers or following up on leads. It's possible to virtually stage multiple homes in the time it would take you to traditionally stage only one.



BEFORE



AFTER

DID YOU KNOW?



83% of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.

Strengthens online presence

It's a well-known fact that 90% of people use the internet to begin their home search. In the last 4 years alone, there's been a 253% growth in real estate related searches on Google. How can this information be used to increase real estate sales?

Building a strong online presence means using captivating photos to entice buyers, as well as other multimedia solutions to increase web traffic. Virtually staged photos are more likely to capture a buyer's attention among a sea of mediocre listings.

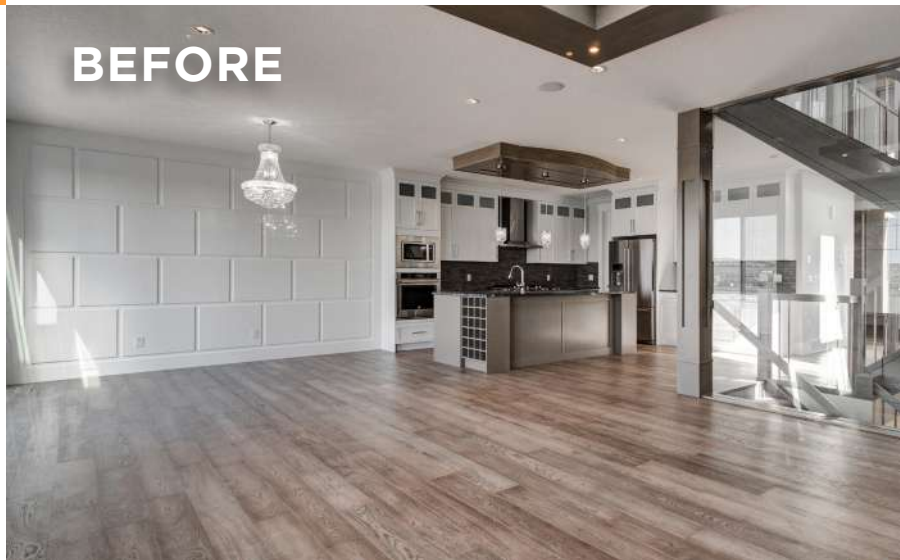
Online traffic = foot traffic!

Declutter space

What may seem insignificant to home sellers may be a huge turn-off to buyers (please see: outdated rugs, shabby furniture, bedroom clutter). Sometimes, less really is more.

Virtual staging is a wonderful solution because you have the option to add decor to spice up a cold listing. But it's important to remember that you can also remove aspects of the home that might hinder the sale. Nobody wants to see furnishing that's out of style. Think about the opportunity cost of a missed sale, all because of decor that could have been digitally removed in a matter of seconds!

BEFORE



AFTER



GOING VIRTUAL



What Stays the Same

Despite rapid advancements in technology, one thing is for sure:

Sellers and buyers still rely on experienced real estate experts to provide local market insights, negotiate on their behalf, and determine property values. Technology simply cannot replace the human experience and realtor-client relationship.

We hope that by taking advantage of the virtual reality solutions outlined in this eBook, real estate professionals will continue to provide an exceptional, relevant, and future-friendly client experience in the 21st century and beyond.

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