

Benefits of Virtual Tours

The Benefits of Virtual Real Estate Tours

The home-selling market is always changing. Whether it's the overall costs of certain properties or the design trends that increase their value, the process of listing a house is about staying current. Because of this, it's becoming more common to see real estate agencies adopt the use of virtual touring technology into their marketing stages.

Here are some of the key benefits of virtual real estate tours and why you should consider utilizing them yourself:

Conserves Time and Money

Firstly, virtual tours are very effective at saving everyone time and money during their initial home search. Not only do potential buyers get to check out a property from the comfort of their home, but they also save the money they would've spent driving to that location. Real estate professionals save time as well by having fewer in-person home viewings throughout their day, leaving more time for other clients.

Increases Traffic to the Company Website

Virtual tours are also good for drawing additional traffic to a listing website. Because this technology makes casually searching for a home easy, buyers are more likely to come to your site to see what they can find. This increases the traffic your site receives, and makes those who do stop by more likely to stay as they navigate several different properties that catch their eyes.

They Offer a Customized Experience

Additionally, this technology can give homebuyers a customizable and interactive experience. In-person home tours tend to feel rushed – especially when they're part of an open house event that's catering to several people at once. But because these tours take place privately, searchers can take their time and look closer at the areas that most interest them.

Versatile Marketing Opportunities

One of the most noteworthy benefits of virtual real estate tours, though, is the number of marketing opportunities they provide. Whether you decide to put them in your marketing emails or house listing notifications, virtual tours can fit wherever you choose. As such, the door is open to provide your clients with innovative ways to shop for their dream homes.

For more information about this technology and how it can benefit you in the real estate industry, give us a call. Our real estate virtual tour software and professional photographer will work with you to create the best visual representations of your listed properties. That way, you can reap all the benefits above and so much more!

Benefits of Virtual Tours

How A Virtual Tour Benefits Your Real Estate Marketing Program

- Home Buyers who used virtual tours as a significant portion of their home-buying experience spent an average of 2 weeks with a REALTOR® looking at homes, compared to those who did not use the internet and spent an average of 7 weeks looking for their home. (2008 RIS Media)
- As of August 2006, over half of American adult internet users (61%) have viewed virtual tours of another location online. On a typical day, more than six million people are viewing virtual tours in cyberspace. (2006 Pew Study)
- According to the 2007 National Association of REALTORS® (NAR) Profile of Home Buyers and Sellers, for the first time ever the Internet has tied with the agent for most important information sources used in the home search (84%). As of the end of 2007, 65% of agents have their own web sites.
- 79% of repeat home buyers and 84% of first-time home buyers use the internet to search for a home. (2006 NAR Survey)
- Images are one of the biggest reasons Internet marketing has become so popular. (2007 NAR Profile of Home Buyers and Sellers)
- 54% of home buyers who are searching for their next home on realtor.com will not even look at a home unless there is a featured virtual tour. (NAR, January 2006)
- The median income of Internet searchers is much higher – at \$86,900 – compared with \$50,400 among those who did not use the Internet to search for a home. (2007 NAR Profile of Home Buyers and Sellers)
- 96.2% of travelers use the Internet as a source of information when planning a trip. (2006 Pew Study)
- 84% of all home buyers and 87% of first-time home buyers use the Internet as an information resource during their search for a home. In the 25-44 age group, this number jumped to 91% of all home buyers.
- Home buyers use the internet slightly more frequently (66%) than real estate agents (64%), and much more frequently than newspapers (17%), home magazines (10%), or television (2%).
- Only 1% of home buyers did not find the internet useful, but 100% of those who use a real estate agent take just two weeks to search on their own before contacting their real estate agent. 64% of all home buyers used the FIRST agent they contacted.
- 33% of all buyers are now using social networking sites with 19% using them at least a few times per week.
- 80% of internet shoppers say images are imperative when deciding to buy or use a company's product or services. (2006 Pew Study)
- A compelling use of virtual tour technology will keep visitors on your site – and will also keep them coming back!
- In cyberspace, a website with a virtual tour and interactive media will receive 38% more views than a competitor's site that is lacking media. (2006 Pew Internet Life Study)
- 80% of consumers search for information online. That means at least 60% of your marketing dollars should be spent optimizing your business or company online.
- The daily cost for print advertising varies from \$66-\$150 per day, and has a shelf life of about 30 days. Print advertising has a limited market penetration based on your distribution, and does not allow the consumer to interact or engage with your product or service. The cost of an online interactive virtual tour is about 27 CENTS per day and has a shelf life of 365 days with WORLDWIDE penetration. The cost to interact with your clients and prospective customers is MUCH less when you use online interactive media.