

eBOOK

Why today's top real estate producers trust 3D photography technology

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Real estate technology moves forward

Technology and real estate operations are rapidly starting to go hand-in-hand. With homebuyers primarily searching for properties online, many of the top real estate agents have embraced cutting-edge digital innovations. This includes increased implementation of websites and mobile apps (64%), smart key solutions (39%), social media platforms (28%) and camera and imaging equipment (16%).¹

However, among these technologies, and other advanced tools seeing widespread use within the real estate space, there is one particular asset that seems to possess the most potential: navigable 3D photography. With markets across the country heating up, real estate professionals and the firms that employ them are looking to cultivate engaging customer experiences that catalyze the ability to win more business, and 3D cameras facilitate such front-of-house improvements.

Top real estate agents have increased implementation of **high tech imaging equipment 16%**



¹National Association of Realtors, "Technology Survey," 2018.

An advanced imaging asset emerges

3D photography technology is becoming an important resource for companies across many industries, from engineering and construction to insurance adjustment. Real estate ranks among the top enterprise arenas where the technology is making an impact. Why such widespread adoption? It starts with consumers, a good many of whom demand that businesses of all kinds cultivate fully immersive, informational front-of-house experiences with innovative technology — most notably, augmented and virtual reality gear.² Spatial exploration is the most common use case for this technology, as consumers seek to preview physical environments that interest them.

Properties available for purchase are, of course, the spaces that most enthrall homebuyers. And 3D photography technology allows real estate agents to create renderings that make the kind of digital exploration house hunters demand possible.



²Accenture, "Time to Navigate the Super Myway," 2018.

Photography and the modern home search

An estimated 95% of homebuyers shop for properties online.³ With an increasingly technology-savvy general public, searchers are not looking for details in text format alone; they demand engaging and informative multimedia experiences, including high-quality visuals. This is the reason homes listed online with professional photographs sell 32 times faster than listings without strong images.⁴

What's more is that many consumers, particularly millennials, have moved beyond online galleries and now expect real estate agencies to offer more engaging digital offerings, including 3D tours.⁵ These rich digital experiences serve two purposes: Meeting the needs of time-conscious and online-oriented young people, and giving them the opportunity to easily explore property details in depth.



homes listed online with professional photographs sell

32 times faster



³ National Association of Realtors, "Real Estate in a Digital Age," 2017.

⁴ VHT Studios, "Professional Real Estate Photography Sells Homes 32% Faster," 2014.

⁵ Forbes Real Estate Council, "The Rise of Virtual Reality in Real Estate," 2017.

Real estate giants react

Some of the biggest players within the real estate industry have embraced 3D photography in meeting consumer demand and elevating their brand, including listing aggregators Redfin and Zillow.^{6,7} Top real estate brokerage firms and the agents they employ leverage the technology as well. This includes the Altman Brothers, Keller Williams, Realogy and REMAX.

In addition to attracting new clients, implementing 3D photography also offers operational efficiencies that can help bolster the bottom line. For instance, agents with access to this technology typically come across more buy-ready house hunters. With the benefit of having already navigated properties online, and thus narrowed down the ones they're truly interested in, clients can avoid going on needless visits as well as access the ones they would like to repeat an unlimited number of times.

Availability of this "24/7 open house" also negates the need for heavy home staging work and some of the other time-consuming preparation that normally goes into marketing and closing a listing. Additionally, brokerage firms that embrace 3D photography often attract and retain more top-quality agents who are intent on selling efficiently with technology that differentiates their clients' experience.



⁶Redfin, "3D Innovation Meets Home Tours: Introducing Redfin 3D Walkthrough," 2019.

⁷Zillow, "3D Virtual Home Tours for Real Estate," 2019.

Deploying 3D photography technology

While 3D photography solutions produce sophisticated customer experiences, the tools that produce them are not difficult to use. Creating high-quality scans is as easy as a push of a button, using an easy-to-navigate mobile app and taking simple steps to position the camera throughout a space. While the cameras will vary, the scan-capturing workflow generally looks something like this:

- 01** The user attaches the camera to an accompanying tripod, places the imaging setup in the center of a room and powers it on.
- 02** With the use of built-in wifi connectivity, the user connects to the camera through a tablet or mobile device and accesses the imaging options through a native mobile app.
- 03** The camera relays each image to AI-powered software that automatically delivers the 3D model and saves it to an easy-to-access online cache.



Understanding the Matterport difference: The technology

As the founder of 3D reality capture, few can compare with the professional experience of the Matterport navigable models and product suite. Why? We provide true 3D imaging technology that captures high-quality, informational visual experiences that are customizable and require no need for post-production work. As part of the collection of compatible cameras, the Matterport Pro2 camera captures scans that are over 99% accurate and boast resolution readings as high as 134 megapixels.

Matterport visuals also integrate seamlessly with an MLS, social channels and other online platforms. The robust image-sharing tool streamlines processing workflows by producing 3D scans and other highly-shareable assets that are ideal for online deployment and marketing listings. In offering this most comprehensive view of a property, this complete package of assets can also curate high-resolution, 2D photographs and schematic floor plans.



Understanding the Matterport difference: The impact

Matterport helped provide 3D scans for more than 8% of all the homes sold in the U.S. in 2018 and maintains relationships with major real estate companies like Keller Williams, Redfin and REMAX.

"Our navigable 3D models differentiate us from the competition as well as provide confidence to our agents and clients alike through an accurate portrayal of each property."

- Dan Bennett, The Kite Team; Keller Williams Infinity Group

"We handle a lot of international and relocation business and being able to do a 'virtual' showing prior to someone traveling here is priceless. It certainly puts us far ahead of our competition!"

- Nick Warren, Warren Residential; Berkshire Hathaway

"Matterport is helping us draw in interested and qualified buyers before they even visit the house. We've been able to increase the efficiency of our agents by not having as many live showings, and focusing our time on the more serious buyers."

- David Caveness, President and CEO; Carpenter Realtors

Embracing the future of homeselling

As the demand for immersive digital house hunting technology increases among homebuyers, real estate agents and agencies should adapt with innovations that enable them to develop robust online experiences. The proliferation of 3D photography makes it an ideal option, as seamless visual asset creation facilitates client management and lends real estate professionals the resources they need to craft next-generation online listings.



Is your organization interested in boosting its operations with 3D photography technology?

Connect with Matterport to learn more about our proven 3D cameras and reality capture solutions.



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