

Why AR and VR Work for Real Estate

Traditionally, a prospective buyer would have to go through a lengthy, complicated process to research and visit homes. Similarly, the seller would have to constantly adjust to new requirements and visiting schedules.

By embracing VR and AR, real estate professionals can shorten the buying journey and help both buyers and sellers navigate the process more efficiently and easily.



The main advantages of adopting AR and VR in real estate include:

- **Cost-Effectiveness:** AR and VR transform and replace some of the traditional marketing initiatives – providing better ROI, while also eliminating the costs of staging a property.
- **Save Time:** With these technologies, there's no need to organize your schedule and travel to a property to see it; you can take a virtual tour from wherever you are at any hour of the day.
- **Global Reach:** Because users can virtually view properties from anywhere in the world, real estate professionals are no longer limited to a local audience.
- **Enhanced Customer Experience:** Unlike scheduled physical visits, AR and VR provide entertainment, personalization and time to experience the home.
- **In-depth Analytics:** These immersive technologies also provide realtors with key insights into user behavior and preferences, allowing them to improve future interactions.

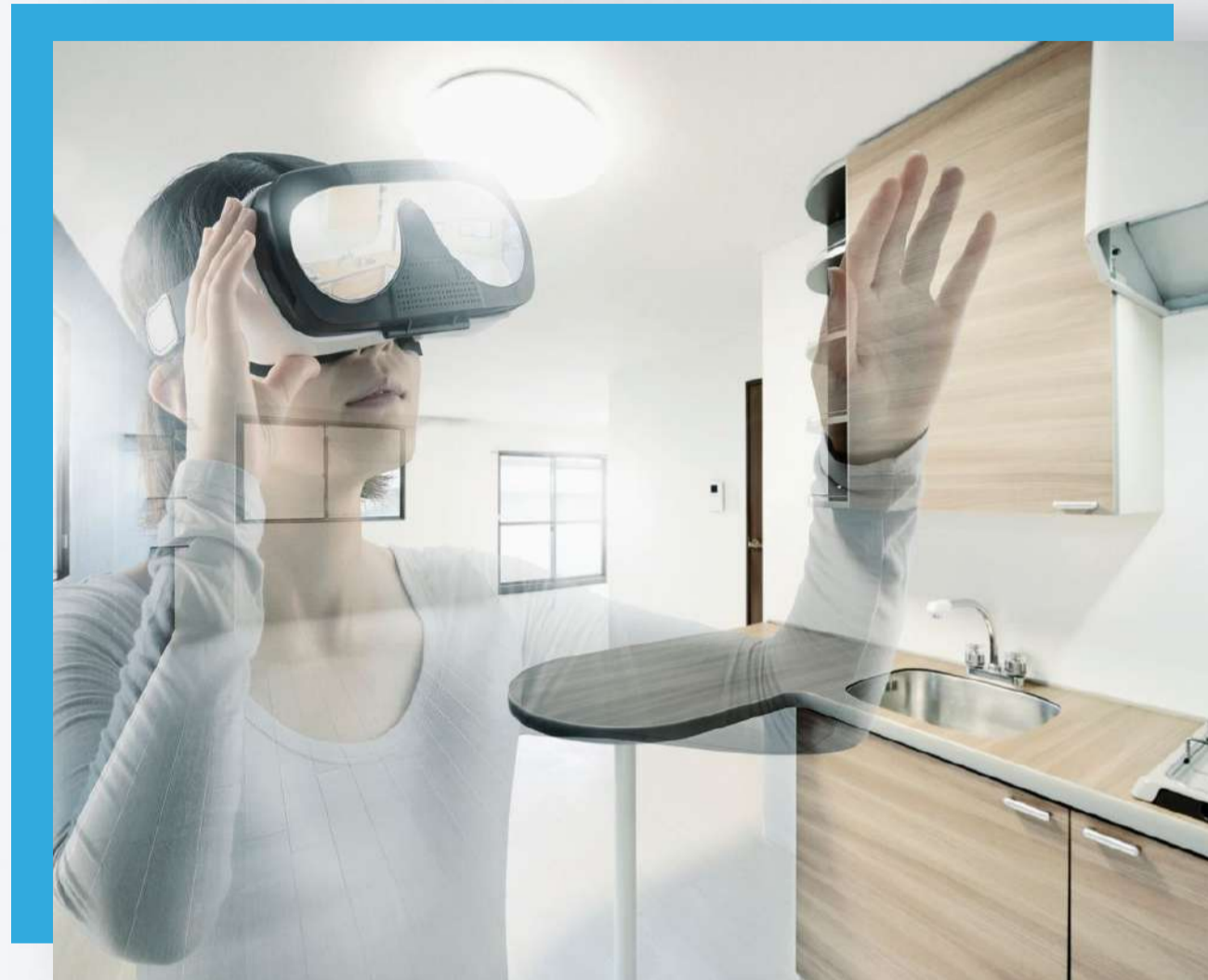


How you can use VR/AR in the Real Estate Business

For many people, VR is associated with video games and entertainment. This technology, however, has huge potential in the real estate industry. The most common uses of VR(and AR) in this sphere are listed below.

- Virtual Property Tours (Guided)
- Virtual Property Tours (Interactive)
- AR Property Showcase





Virtual Property Tours (Guided)

Marketing a property that isn't constructed yet has always been a challenge for real estate developers and agents. Large three-dimensional models that show a new property or neighborhood can help potential buyers imagine the architecture.

When it comes to interiors of these new constructions, currently large showrooms with full-scale models of apartments are created. Needless to say, these marketing methods require considerable investment.

VR can effectively solve this problem and allow potential homebuyers to carefully check out both the exterior and interior of yet-to-be-built properties virtually.

Thanks to VR, property visualization has become much cheaper and a lot more immersive. Real estate agents / Companies can use VR technology to show both the exterior and interior of properties that aren't built yet so that clients can get a clear look at what's being offered.

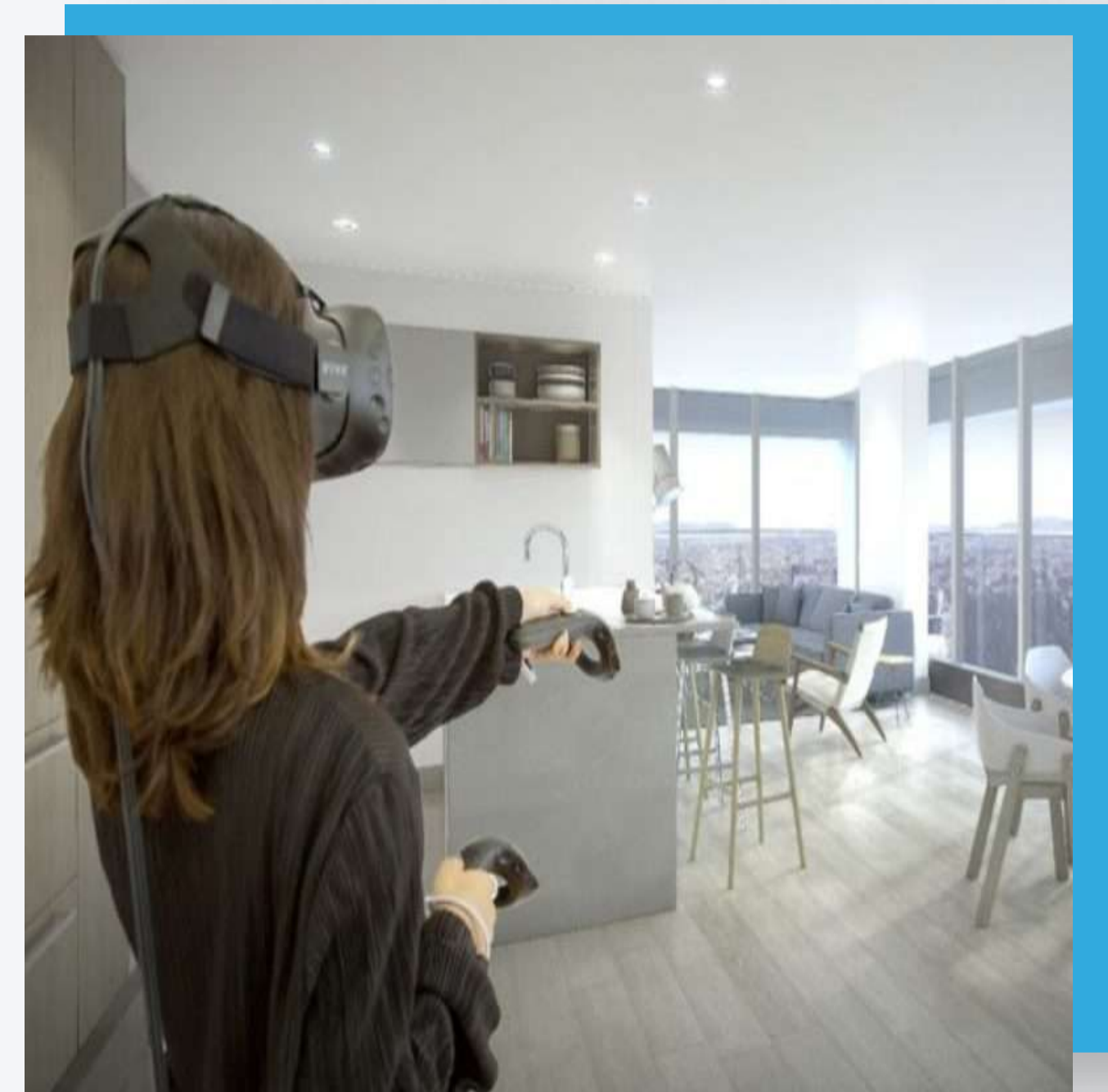
Prospective clients can be sent these virtual properties to be viewed, using VR headsets thus enabling a sale.

Virtual Property Tours (Interactive)

Multiple members of a family can go to an experience center and collaboratively experience a virtual tour of a house that they would be in the process of buying. The virtual tour can help them in making the decision to buy the house.

Visually stunning 3D property tours lead to emotional connection for clients. The immersive & interactive experience also leads to faster buying decisions and instant sense of ownership.

Properties can be staged even before the construction is started as well as the the VR setup can also be leveraged to participate in trade shows





AR Property Showcase

AR is proving to be a game-changer in the real estate sector. It has completely transformed how people find a property and view it. It allows realtors to offer state of the art experiences to potential buyers by enabling them to view the property in 3D from anywhere in the world.

By pointing a mobile phone or a tablet with the AR app at a paper advertisement, a completely rendered 3D model of the house can be shown on top of the ad.

The viewer can then navigate the exteriors or see the interiors of the property using the AR app. Thus AR can generate enough interest in the viewer to take the next step in the buying process.



Contact

 Murali Barathi

 murali@kaleidozone.com

 +1 (510)509-5966

 Raj B Kumar

 raj@kaleidozone.com

 +91 98400 33154

 WWW.XTRABLAST.COM/SERVICES