

THE POWER OF THE PEN

How Holly Marth uses a simple tool to connect with new customers



Jay Leno at 2016 Florida Realtors Convention Back Cover

FLORIDA

JUNE 2016

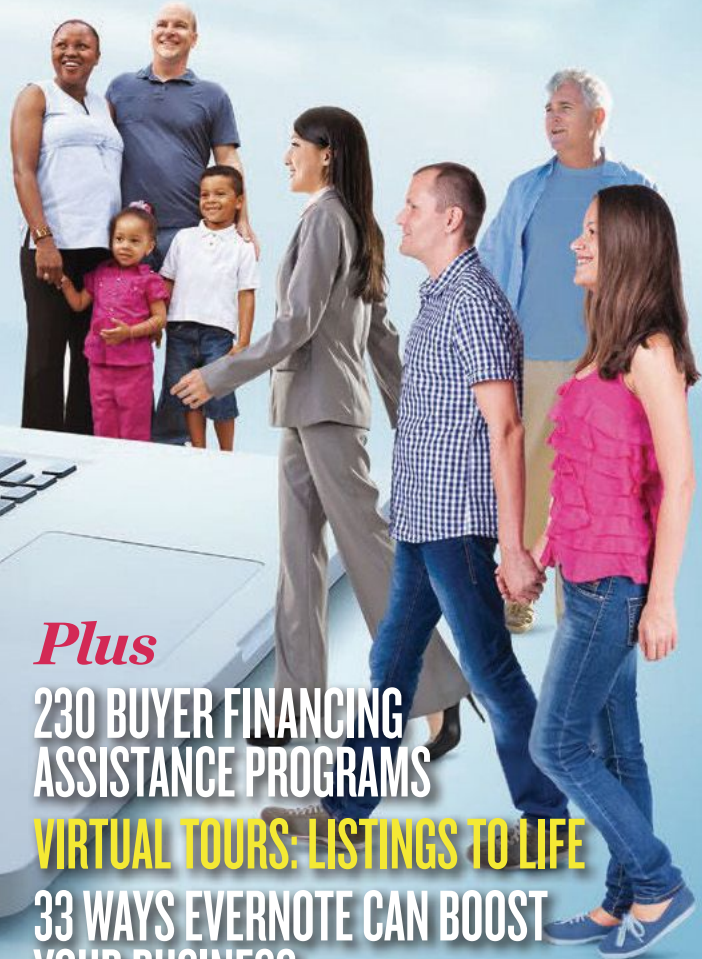
THE BUSINESS
MAGAZINE
OF FLORIDA
REAL ESTATE

floridarealtors.org/magazine

Realtor®

5 SUREFIRE WAYS TO LAND LEADS

Your **landing pages** are the most important part of your website. Make sure they work for you, not against you.



Plus

230 BUYER FINANCING
ASSISTANCE PROGRAMS

VIRTUAL TOURS: LISTINGS TO LIFE

33 WAYS EVERNOTE CAN BOOST
YOUR BUSINESS

3D VISUALS

Virtual Real Estate

Create virtual tours that bring listings to life.

VICKY SANTANA, NEXTHOME SANTANA REAL ESTATE, VERO BEACH

Vicky Santana prides herself on constantly coming up with better ways to serve her customers.

When she saw a demo of Matterport 3D Showcase, an immersive platform that lets prospects view listings as if they were walking through the property, she thought it would make her marketing stand out. “It was so digitally advanced,” says the broker-owner of NextHome Santana Real Estate in Vero Beach.

Matterport requires the use of a Matterport Pro 3D Camera that calculates interior dimensions and captures objects, colors and textures. (It’s not designed for outdoor photography.) Agents who don’t want to spring for the \$4,500 camera can hire a Matterport service provider to produce the 3D models for them. There also are cheaper alternatives, such as InsideMaps, an app that allows you to use your iPhone to build 3D tours. “I chose the more expensive option because of the higher quality photos and cutting-edge technology,” Santana adds.

Because she was buying the equipment for her brokerage, Santana decided to go all out. “With tax and shipping, the camera cost \$4,900, and I also needed a special tripod, adapter and protective case. The whole setup cost around \$7,000, but it paid for itself within a half-dozen listings. I use Matterport on all residential properties [listed with] my company, from \$100,000 to multimillion-dollar listings.” She also pays \$99 monthly for processing, streaming and hosting.

Starting next year, Santana expects to begin using a new version of Matterport that allows viewers to feel like they are walking through the property, a true virtual reality viewing option,

Tech I Can’t Live Without: iPhone 6S

My Favorite App: It’s a tie between EasilyDo and Dropbox.

Biggest Tech Challenge: Incompatibility between different platforms (Android vs. iOS) and browsers (Safari vs. Explorer)

Favorite Website: Smallpdf.com

5 VIRTUAL TOUR PLATFORMS

InsideMaps
insidemaps.com

Matterport
matterport.com

Obeo
obeo.com

RTV
realtourvision.com

VisualTour
paradym.com



where the viewer feels like he or she is in the home. “I’ve ordered my special goggles, but more offices in the area will need to use Matterport before virtual reality viewing is possible.”

Here’s how Santana uses the platform:

1. CREATE TOURS IN A FEW HOURS, TOPS.

Santana controls the entire process from the Matterport Capture app installed on her iPad mini by selecting the space she wants to capture and hitting the Scan button. The camera automatically rotates on its tripod and scans the area, giving her an instant preview as it stitches scenes together. “The app warns me if there’s a problem or the alignment is off.” Once

satisfied with the results, Santana uploads the tour to the Matterport Cloud for processing. “They return final renderings within an hour or so, and I customize them and choose snapshots and scans of certain views and angles. The key to success, she says, is to make sure the property is staged and model-ready. “The camera captures everything. Flaws will show.” Santana spends about 90 minutes image capturing an entire house, and another 30 minutes creating snapshots to be used in her highlights reel.

2. SHARE VIA TEXT, EMAIL, WEBSITES AND SOCIAL MEDIA.

When Santana receives a complete showcase, she uploads it to the MLS and

GREAT IDEA Looking for a less expensive alternative that doesn’t require a special camera? The InsideMaps app (insidemaps.com) lets users produce photorealistic 3D models using a regular camera or an iPhone and tripod.



“Always deliver more than expected.”

— Larry Page, Google Inc. co-founder

“If you’re tech savvy and have a good eye for photography, Matterport will save you money in the long run.”

— VICKY SANTANA

real estate websites such as Realtor.com, Zillow, Trulia and Homes.com. “They provide us with a URL that we can text, post or embed to Facebook and Twitter and share via emails to prospects.”

3. WOW BUYERS WITH 3D WALK-THROUGHS.

Matterport lets the consumer control the way the tour is viewed. “[The consumer] can start with any scan we’ve done and skip to the dollhouse view to see exact layouts with furniture or click on the floor plan to see how everything is connected,” she says. “It’s interactive, and you can tap from room to room or corner to corner and zoom in to see details.”

4. LAND MORE LISTINGS.

At listing appointments, Santana typically pulls up an existing showcase on her iPad or iPhone and hands it to the seller. “About 90 percent of the time, it’s a listing closer. I added the 3D shoot to one hard-to-move listing, and within 10 days, it was under contract with an out-of-state buyer. I recently got a full-price offer on another listing, sight unseen. It was just a regular, medium-priced single-family residence that wasn’t even [in the MLS for] 24 hours. The showcase let me highlight every aspect of it, which immediately made an impact. Sometimes properties close in 24 to 48 hours of posting the showcase.” #

Florida Realtors® Rewards MORE THAN EVER!



FloridaRealtors®
REWARDS PARTNER

More discounts, more special advantages, more partners, that’s what Realtors in Florida are asking for and Florida Realtors Rewards program is delivering.

Now you can take advantage of discounts and special offers from more than 40 partners, including Office Depot, Lowen Signs, UPS and more. These partners not only offer member discounts or service advantages, they help support your state association with non-dues revenue too. **So go ahead: Take advantage of your Rewards program.**

Take Advantage of Us!

floridarealtors.org/rewards