



360 Rooms for Real Estate

With the 360 Rooms app, you can easily create an immersive virtual tour in under 10 minutes.

The benefits for property managers

1. An additional source of revenue, if you charge a fee for creating and managing the tours.

For example: A small real estate office manages 500 properties, 200 of which have virtual tours charged at \$60 p/a. That equates to \$12,000 p/a revenue at a cost of \$2,160 p/a.

2. Informed prospective tenants can lead to less timewasters, less open for inspections and less time and effort spent leasing properties.

For example: A property manager manages 200 properties, 80 of which come up for lease each year, each requiring three open for inspections taking up 30 minutes of the property manager's time. With a virtual tour, this could be reduced to only one open because there is increased confidence that the people attending the inspection intend to apply for the property. This corresponds to a saving of 40-80 hours p/a.

3. Capture every angle of every room as a record of property condition.

For example: A property manager manages 200 properties, 80 of which come up for lease each year, each requiring a condition inspection prior to the new tenancy. Typically this would involve taking many photos to capture every possible angle of every room, a task lasting 30-60 minutes. If a virtual tour has already been created for advertising, the rental manager could avoid taking photos altogether, saving 40-80 hours p/a.

In short, for a property manager with 200 properties, using virtual tours could **generate \$10,000 profit** and **save three weeks' worth of work** each year.

The benefits for sales

According to research by Scann3d, users spend 52% longer on listings featuring a virtual tour, and properties with virtual tours have 80% more enquiries than those without.

What you get

- A URL link to the tour and code to embed it on any website
- Hosting of the tour on our servers

What you pay

Licensing of 360 Rooms is available at two rates:

- \$180/month for up to 300 active tours
- \$300/month for up to 900 active tours

Plus, save up to 50% if you sign up multiple offices at once

The only equipment required to create virtual tours using 360 Rooms is:

- Ricoh Theta SC Camera - \$440 (free with 12 month license)
- Tripod
- Iphone/iPad

Find out more and see sample virtual tours at 360-rooms.com

360-rooms.com

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