

## **On-Line Virtual Tour: The Competitive Edge in Listing Marketing**

Selling a house used to involve placing an ad in your local newspaper, putting a sign in your front yard and listing the home with the Multiple Listing Service, MLS. That was pretty much all there was to it. However, the Internet has changed the way real estate is advertised and sold today, and prospective buyers now expect to be able to see your home without actually visiting it in person.

### **What is an On-line Virtual Tour?**

An on-line virtual tour is compilation of photos, details, and contact information all organized in a property web site. Our virtual tour is a single property web site that presents your listing in the most professional, eye catching way in order to attract qualified, interested buyers and make them want to schedule a visit to see your listing in person. Over 90% of buyers begin their search on the internet, so it is important to have content that sets your listing apart from the field.

### **What are the main components of a great virtual tour?**

The overall most important component is quality images. We feature a Professional Photographer with years of experience in the industry. The photos are truly magazine quality. Also, a accurate and professionally written description of your listing is key to grabbing the attention of a prospective buyer. We include features within the tour like location map, marketing brochure that the prospect may download, links to local information like schools, ability to send the tour to a friend, and many other features...

- **Interactive Panoramic Scenes (360 degree) and Still Photos**
- **FREE YouTube Video!**
- **Full-Screen Viewing!**
- **Un-branded tour for MLS**
- **Custom Branded Tour with Banner and our Information**
- **Our Company Logos**
- **Agent Photo and complete contact information**
- **Background Music**
- **Slideshow of Still Photos**
- **Printable/Downloadable Brochure**
- **Add to Favorites Button**
- **Share on social media**
- **Downloadable Tour**
- **Email Tour Button**
- **Map of Property Listing**
- **Link to Agent Website**
- **Great Schools™ link to local school information**
- **Mortgage Calculator**
- **Weekly Statistics Report**
- **Mobile Version for Hand held Devices**

*See a sample Virtual tour here:*

<http://tours.johncasselphotography.com/117027>



*See a sample You Tube Video tour here:*

<http://tinyurl.com/VirtualTourSample>

