

REAL ESTATE

Sotheby's acts on consumer desire for immediacy with digital walkthroughs

October 11, 2016



Property listing photo courtesy of Sotheby's

By BRIELLE JAEKEL

Sotheby's International Realty is taking a page from Google Maps and allowing interested buyers a chance to tour properties without leaving their homes.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The real estate firm will be including an option to view listings via 3D and virtual reality capabilities in which users can tap around the screen to tour homes of interest. Viewable on smartphones, VR headsets and desktop sites, the Sotheby's 3D tour user experience resembles Google Maps, making it easy on new users.

"The new rich media features on sothebysrealty.com have been enhanced to better display and leverage the rich media content the Sotheby's International Realty network creates to uniquely market a home which includes HD property photos, photo captions, film quality property HD videos and now the introduction of 3D tours and virtual realty property walkthroughs," said John Passerini, vice president of interactive marketing at **Sotheby's International Realty Affiliates LLC**. "This new technology solves a real challenge in the marketing of a home to a global audience of real estate consumers, distance.

"Three-D tours and Virtual Reality will allow a consumer to experience a home from anywhere in the world without having to schedule a visit," he said. "We have clients looking for first, second and third homes all over the world and this technology has already been the driver beyond homes being sold without visiting the property in person."

3D marketing tactics

Homebuyers looking for real estate through **Sotheby's** digital platforms can now get a full tour of properties through their digital devices. The new capability fits into consumers' need for on-demand experiences, allowing users to tour homes immediately instead of having to wait for an appointment.

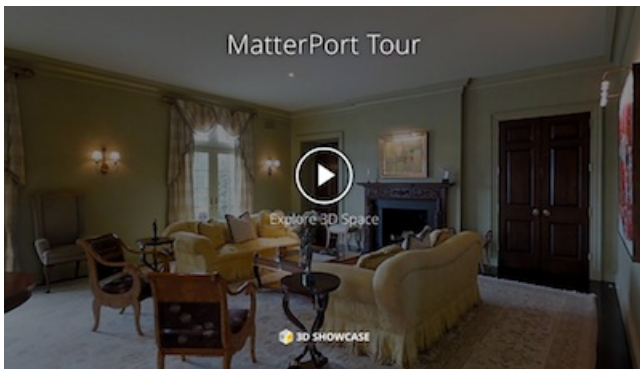


Sotheby's virtual reality tour for a Princeton, NJ listing

Many real estate shoppers feel an urge to look at the properties of interest as soon as they are on the consumer's radar, but often times have to wait for an appointment. Sotheby's is allowing them to act on that with a digital experience that resembles the in-home tour as closely as possible.

Within the property detail page for available homes, users can browse photos and view a video as well as walk through the property with its 3D tour feature. The experience supports use on desktop, mobile devices and VR viewers.

Sotheby's walks first-time users through the experience so they can start the walkthrough as fast as possible with little issue, informing them on how to complete various actions. The user experience resembles Google Maps in that viewers must tap where they would like to advance to and can swipe their device screens on mobile to view a different angle.



Sotheby's 3D tour

For desktop, users must use their arrow keys to view different angles. Viewers can switch to a dollhouse floor plan to be able to view the property as a whole and click on the room they wish to see in detail.

On the individual property page, options for video, photos and the 3D tour are listed next to each other underneath the listing details.

Sotheby's marketing

Sotheby's has been working to cater to millennials in unique and innovating ways that often leverage technology.

The brokerage firm went after tech fanatics and millennials through a partnership with technology news platform GeekWire.

The real estate brand hoped to attract prospective buyers by featuring homes on GeekWire's new Geek Home of the Week editorial. Showcasing various homes listed by Sotheby's, the sponsored posts incited action from consumers by having them vote on their favorite homes ([see more](#)).

Sotheby's also invited consumers to take a look around with its new video series.

"HouseGuest" follows influencers and celebrities, as they became houseguests in Sotheby's International Realty homes, matching the lifestyle of the guest with the style of the home. Immersive content offers viewers another way into real estate shopping while building a personality around the brand ([see more](#)).

"The goals are to give our network of 19,000 real estate professionals in 65 countries the most content rich real estate marketing platform to expose properties to a global audience in an experiential way, to give the real estate consumer the ability to experience the property as if they were there and finally to connect our global network of real

estate professionals to the real estate consumer," Mr. Passerini said.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.