

INTERNET

Luxury Portfolio enhances Web experience with 3D property tours

November 1, 2010



By PETER FINOCCHIARO

Ultra-upscale real estate network Luxury Portfolio is bringing its realty collection to life by letting consumers launch 3D tours of the properties from its Web site.

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The LP3-D initiative lets Luxury Portfolio Web visitors view aerial shots of the properties, as well as photo slideshows and information about nearby amenities. Consumers in the market for a luxury home can download the program from Luxury Portfolio's Web site at <http://www.luxuryportfolio.com/lp-aerial.cfm>.

"Our goal is to give consumers a more 360 experience than just flat maps, photos and tours," said Stephanie Pfeffer, vice president of marketing at Luxury Portfolio, Chicago. "Unlike a local real estate site, LuxuryPortfolio.com attracts visitors from almost every country and territory every month, so we have an audience that may not be familiar with a local market.

"We want to give them as much information as possible to help in their search process," she said.

The **Luxury Portfolio** is owned by **Leading Real Estate Companies of the World**, which claims to be the largest global network of real estate companies.

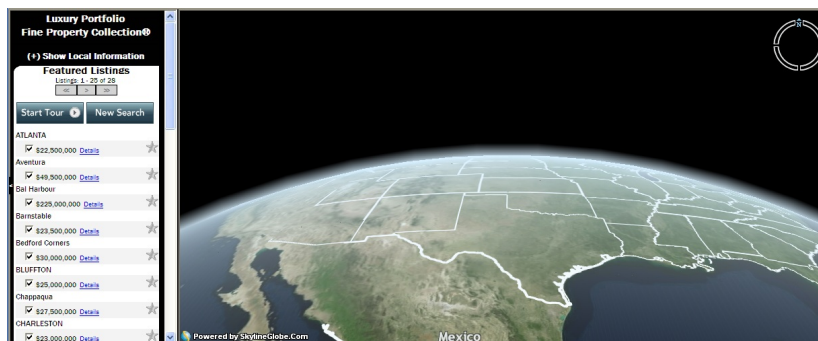
The company is affiliated with more than 200 luxury real estate brokerages, and its properties typically sell for tens of millions of dollars.

GeoData Technologies licensed its SightSeer 3D mapping technology to Luxury Portfolio for the initiative.

Open house

When consumers open the LP3-D Web program after downloading it from the Luxury Portfolio Web site, a window loads with a photographic world map that takes up most of the frame.

A vertical menu bar sits on the left side of the window showing the different properties that users can tour.



The LP3-D virtual tour program

Clicking on the property's listings launches a new window with a photo slide show and tools such as house information, a mortgage calculator, Google Street View and Bing Bird's Eye View. Users can also contact the broker to set up a viewing.

Visitors can start virtual tours by checking off boxes next to the pricing information for each property listing in order to select, then clicking the "Start Tour" button near the top of the menu bar.

Otherwise, users can click the "New Search" button to refine their query by country, state, city, property type, minimum and maximum price, number of bedrooms and number of bathrooms.

Consumers can also search for listings by area or using a Multiple Listing Service number.

When users select properties to tour, they can also prompt the program to denote the locations of local amenities such as airports, parks, schools and emergency services.

3D tour

Tours begin by zooming in on and around the selected properties, which are marked with the Luxury Portfolio logo.

Viewers can see cross streets labeled, pricing information and a photo slide show of the property.

Additionally, they can drag their mouse across the map to explore the property's

surroundings

Any nearby amenities visitors asked the program to denote before the tour will appear as special icons on the map.

Clicking on the icons generates a new window with more information.

For example, when visitors click school icons, they can access information about the school in a pop-up window from the National Center for Education Statistics' Web site.

Luxury Portfolio is raising awareness of the initiative via its blog, social media platforms and press relations, as well as through its affiliate brokerages.

“It can be difficult to full understand the proximity of a home without actually visiting it,” Ms. Pfeffer said. “With LP3-D, consumers can get a true sense of a property, its neighborhood and area by flying over it, zooming in, seeing the landscape, parcel size, proximity to schools and parks, nearby amenities and topography.”

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