

Virtual Tours **+Plus**

FSBO *Info Pack*

Now you can use the same tools that Realtor use



Sell Smarter.... Sell Faster
Call Your Property Marketing Experts Today

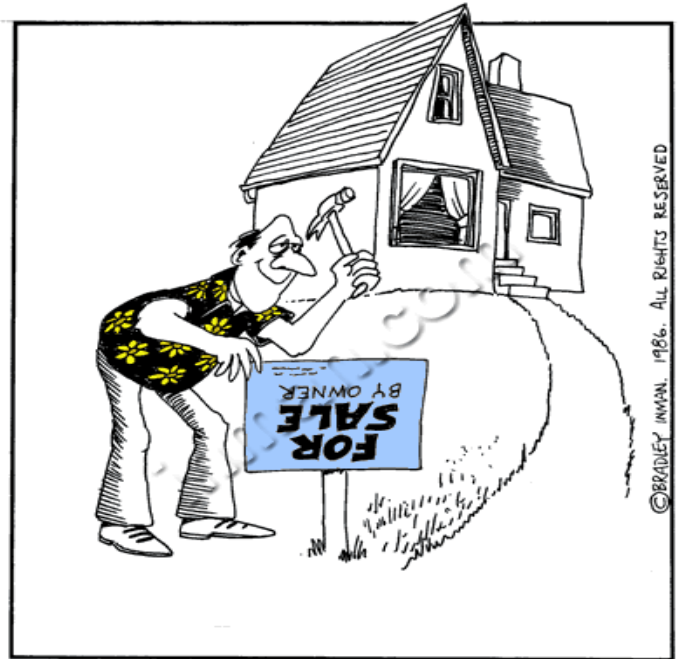
34 Kory Road
Newton, NJ 07860
(973) 997-7117
www.virtualtoursplus.com
info@virtualtoursplus.com

About Virtual Tours Plus

Don't get flipped upside down in today's real estate market. Let the property marketing experts at Virtual Tours +Plus help you get your listing turned around!

Today's consumers are more demanding than ever before. Property marketers are in need of more exposure for their homes and a better way to capture and maintain the interest of online shoppers. Eighty-five percent of home buyers reported that their first step in the home buying process was looking online for properties for sale. Internet viewers no longer spend time on listings that don't allow them to visually preview properties first.

Virtual Tours Plus has the staff, experience, and technological expertise to help you stay ahead and look your very best in today's market. When it comes to listing and selling each property, we truly understand the importance of showcasing its unique features, promoting it to the largest audience possible and bringing qualified buyers to your door.



Differentiating your property from the competition starts by scheduling your professional photography shoot. During your photo shoot a photographer will capture your property in its best light and highlight your property's unique features. Images are then used to create professional online and offline presentations that we will use to help you market and expose your listing. Our POWERFUL MARKETING TOOLS revealed within this Information Pack will put your listing in front of more prospects than ever thought possible.

There's no secret behind the Virtual Tours Plus 360 FSBO marketing program. When it comes to listing, and promoting your listing we give buyers what they want online and off. Today, images are EVERYTHING!



- ❖ 80% of consumers search for information online. That means at least 60% of your marketing dollars should be spent optimizing your listing online. (2008 RIS Media)
- ❖ In cyberspace, a real estate listing with a virtual tour will receive 38% more views than a competitor's site without a virtual tour. (2007 Pew Internet & American Life Study)
- ❖ 54% of home buyers, who are searching for their next home on Realtor.com, will skip over listings that do not provide virtual tours and multiple images. (National Association of Realtors 2006 Survey of Home Buyers and Sellers)



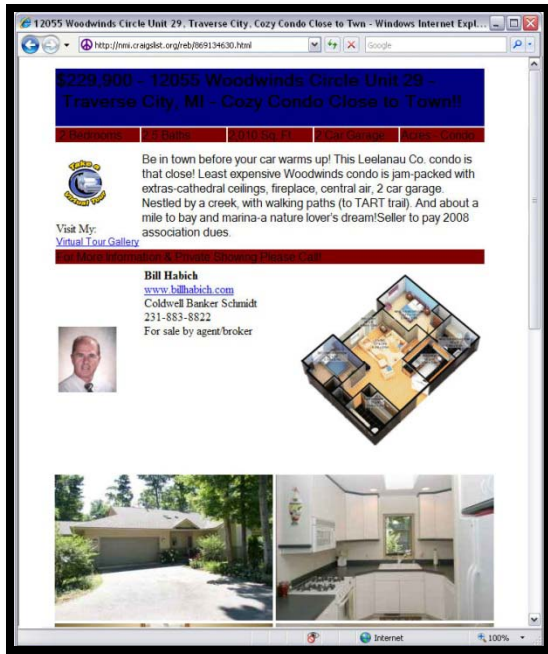
Technology at work for you.

- ❖ Home Buyers who used the internet as a significant portion of their home-buying experience spent an average of two weeks looking at homes, compared to those who did not use the internet, who spent an average of seven weeks looking for their home. (2008 RIS Media)
- ❖ As of August 2007, over half of American adult internet users (67%) have taken virtual tours of another location online. (2007 Pew Internet & American Life Study)
- ❖ On a typical day, more than six million people are taking virtual tours in cyberspace, up from roughly two million in 2004. (2007 Pew Internet & American Life Study)

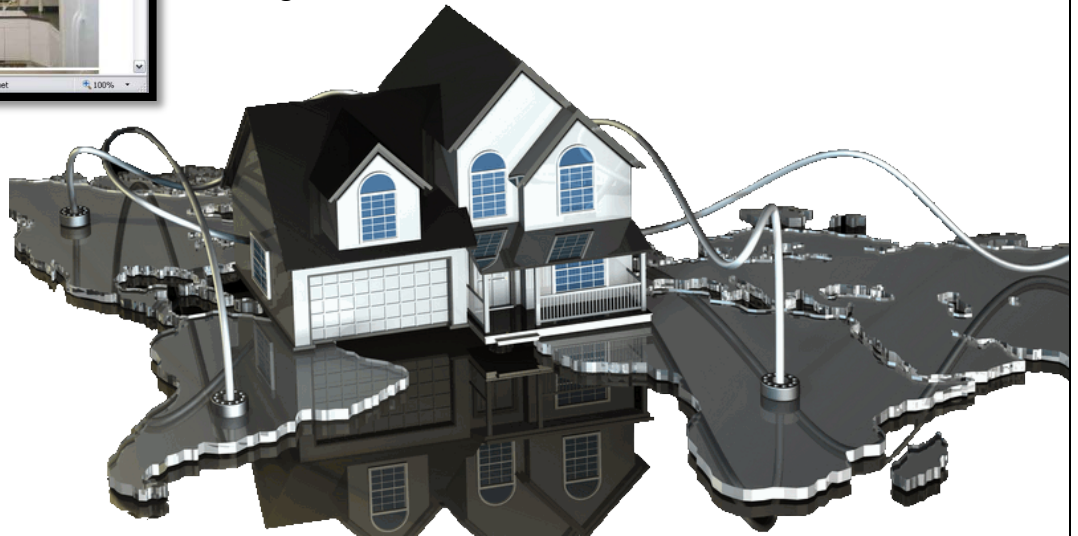


- ❖ 79% of repeat buyers & 84% of first time buyers use the internet to search for a home. (National Association of Realtors 2006 Survey of Home Buyers and Sellers)
- ❖ After gathering information online, nearly three-quarters of home buyers reported that they drove by specific properties, and 57% walked through a property viewed online. (National Association of Realtors 2007 Survey of Home Buyers and Sellers)
- ❖ The median income of Internet searchers is much higher, at \$86,900, compared with \$50,400 among those who did not use the internet to search for a home, meaning higher end properties sell faster online. (National Association of Realtors 2007 Survey of Home Buyers and Sellers)
- ❖ The daily cost for print advertising varies from \$66-\$150 per day and has a shelf life averaging around 30 days. Print advertising has a limited market penetration based on your distribution and does not allow the consumer to interact or engage with the advertisement. The cost of a virtual tour costs about 27 CENTS per day and has a shelf life of 365 days with WORLDWIDE exposure. The cost to interact with your client is MUCH less.

Receive maximum online exposure with the Virtual Tours +Plus Exposure Engine.



When you put your home in front of more people, not only will your property receive maximum exposure but it is also likely to sell quicker and at a higher dollar value. The importance of exposing your property to the masses is obvious and by collaborating with many local and national listing portals you can rest assured you will be showing your home several times a week through virtual tours and the power of the internet. We send prospects your way as your property generates questions and comments from interested parties. Your property & tour will appear on Craigslist and ByOwnerMLS. You will also receive a direct link to your tour for marketing use in your local newspaper and area real estate magazines. Properties pushed through our exposure engine receive on average 25% MORE viewings than those that are not.



Tracking your property's success ensures effective marketing.



Once we have helped you distribute your property, virtual tour traffic reporting will show you just how effective the Virtual Tours Plus 360 marketing program works. The weekly reports are automatically sent directly to you from our hit tracking system. Weekly usage reports not only show where virtual tour views are coming from but they also display which rooms and scenes from within the virtual tour are being viewed the most.

These statistics provide insight into how your property is being viewed by visitors and what marketing efforts are working the best to bring buyers to your home. Weekly reports ensure that everyone involved is kept informed and up to date, giving you the confidence in your home's success!

The Online Interactive 360 Tour

The Unreliable Eye: Your house as seen by:



Your Lender



Yourself



Your Appraiser



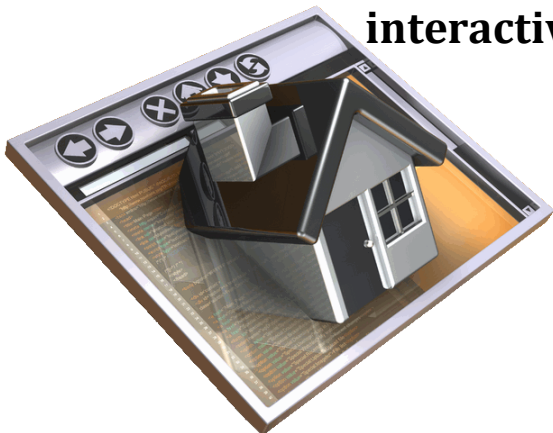
Your Tax Assessor



Reality

With our unique marketing approach, skilled team, and professional photography services, you can be assured that your property is represented for what it *really* is both online and off. Your online interactive home tour is quickly delivered in an impressive high quality format allowing anyone to view your home at any time. Those viewing your tour will also have access to many other features such as maps, local school and city information, music, scene by scene text descriptions, property details and an easy way to email the listing to friends and family.

Your property will have a real presence on the web with an interactive single property website.



A single property website is a powerful tool for use in marketing your home online and off! Your full interactive virtual tour with enhanced listing features can be accessed with a unique website name. Potential buyers can view the virtual tour and easily refer it to other interested parties.

Appealing to the Senses

2D & 3D floor plans give house hunters a sense of true perspective when searching for a home online or off.

Depending on the size and layout of your home a floor plan may be recommended to add into your online presentation and listing flyers. Both our 2D and 3D floor plans are created by using original blue prints or with just a quick visit to the home we can have all of the data that we need to create professional quality plans at an exceptional value. Not only is Virtual Tours Plus able to utilize standard 2D Floor plans with photos, we also have full access to the latest in 3D floor plan technology which allows home shoppers to visualize the design and layout of your property like never before!



Virtual Tours Plus just made 2D floor plans even more informative and compelling. We combine the floor plan with beautiful photographs of your home which brings properties to life and helps viewers visualize them more accurately. When the viewer places the mouse over a camera icon, a small photograph appears over the plan, illustrating the room pictured. By clicking on an image the photograph can then be expanded to full-screen size. Viewers can also watch a full 'slide show' of all the photographs of the property.

Any 2D floor plan can be converted into a vibrant and compelling 3D floor plan. The 3D plans are great to print directly onto the back of your listing flyer as well as for use in your online 360 virtual tour. They allow shoppers to instantly visualize the overall space of your home. Virtual Tours Plus 3D plans are a powerful and invaluable property visualization tool used in my 360 marketing program.



No presentation is complete without the addition of sound.

An audio clip will be added to your virtual tour that matches the style of your home. The use of audio is an inviting and an emotionally appealing addition to your virtual tour that creates an instant bond with your visitors.

Buyers make purchase decisions largely based on emotion and those viewers who bond with your home online are more likely to ask to see it in person. After gathering information online, nearly three-quarters of home buyers reported that they drove by specific properties, while 57 percent walked through a property viewed online. Scene by scene text descriptions can also be added to the tour so that all the features in your home can be highlighted to viewers, just as if your home was being shown in person.



Let's get started today!

Virtual Tours +Plus

Call today for additional information

(201) 697-6040

(973) 997-7117

Hours

Mon. - Fri. 9 AM to 5 PM

Sat. - Sun. 9 AM to 2 PM

E-Mail

Info@virtualtoursplus.com

Website

www.virtualtoursplus.com

