

## Case Study

### Real Estate Agent Triples his Customer Inquiries with Lapentor 360 Virtual Tour Software.

*"My clients time is precious. Virtual Tours are a great way to give a comprehensive, accurate preview of the property for potential buyers. I love how cost effective and easy this tool is to use!"*

*-Derek Sansbury*

#### CLIENT PROFILE

Derek Sansbury is a real estate agent in Sydney, Australia

To stay competitive in volatile times, he needed to diversify his marketing strategy. Derek needed a way to create virtual tours of listings to help clients view properties safely and in real time.

#### THE SITUATION

- Needed something cost effective and easy to use
- Couldn't afford to spend too much time creating the Virtual Tour. The Software needed to be intuitive.

#### THE SOLUTION

- Lapentor Cloud Based 360 Virtual Tour Software

#### THE RESULTS

- Saved time storing all videos, photos and information in the one place
- Dramatically improved online presence

Derek Sansbury is one of the leading Real Estate agents in the greater Sydney area. The competition is fierce, and the market is volatile. Derek realised that in order to maximise his success he needed a tool that would make viewing properties easier for clients.

After using traditional marketing strategies such as mailouts, adverts and social media, it was important to find a solution that would set him apart from his competitors and generate more inquiries.

#### THE SITUATION:

Derek needed an easy to use tool that would create 360 virtual tours of his properties given Covid 19 restrictions on open home inspections.

#### Buyers and Sellers Look to the Internet First

Derek knew that most property searches are conducted online. And, he was right.

According to [Canstar Blue's latest survey](#), 58 % of clients stated that they had found their property through a real

estate website with 81% using an online service for search queries to see what's out there. Furthermore, Derek recognised that just including photos on his website didn't give an accurate picture of the property.

*"I wanted to make sure clients really knew what the property was like." Derek explains. "From our own feedback from clients it was difficult for them to get an accurate idea of the property. I knew that I had to include real time, 360 virtual tours to give an edge to my marketing campaign."* His website currently received excellent traffic, but he also needed a way to stand out from his competitors and make the experience more real for his clients.

**56%**

Over half of properties inspected were worse than the pictures had indicated

*Canstar Blue survey results from clients inspecting properties (2018)*

## MARKETING IS TIME CONSUMING

Derek has an impressive website with hundreds of blog posts. He also maintains a comprehensive social media presence which takes up a lot of time. He did not want to spend more unnecessary hours with a complicated online system for 360 virtual tours.

Typically, it takes Derek two days each month to generate the content needed for his social media accounts. He did not want another system that required exhaustive hours of his time, which would inevitably take away from other aspects of the business.

*"I couldn't afford more time on content creation. I was already stretched to capacity. Adding a virtual tour component just seemed too complicated initially. But I knew that clients would benefit from this virtual component, particularly if they couldn't physically visit the property. Videos are fine, but a virtual tour makes the experience more credible and reliable."* Derek says.

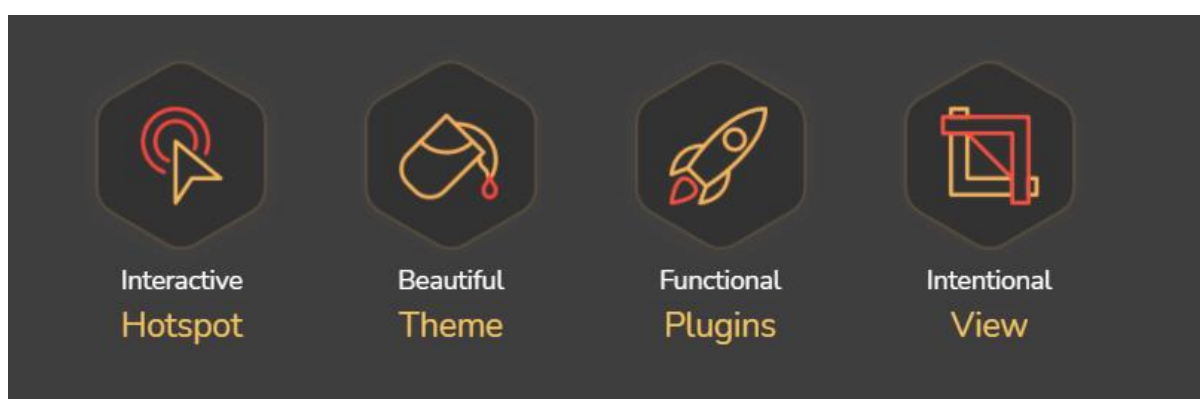
## THE SOLUTION

Derek needed the solution to be simple, cost effective and easy to use. That's when he discovered Lapentur's Virtual Tour Software.

## LAPENTOR'S 360 VIRTUAL TOUR IN ACTION

Having a virtual tour that was interactive and informative were essential criteria which is why Derek chose Lapentor. It contained the four elements that Derek was looking for:

- Interactive
- Easy on the eye
- Functional
- Realistic



(Lapentor.com)

## THE RESULTS

Within just a few hours, Derek had created a virtual tour of one of his most promising properties. He was also able to use existing photos and videos. Derek was ready to launch his virtual tour on his website in no time at all.



(Lapentor.com)

## TIME SAVING FEATURES

*"The plugins were so easy to use." Derek explains. "Hotspots allowed me to add sound, video, URL links, media and articles all in the one place. It's a real time saver! The plugins allowed special features like floorplans, scene navigation and most importantly, Gyroscope, which makes viewing on mobile devices more intuitive. But,*

*one of the best things was that Lapentor was compatible with my existing systems. This not only saved me time but money."*

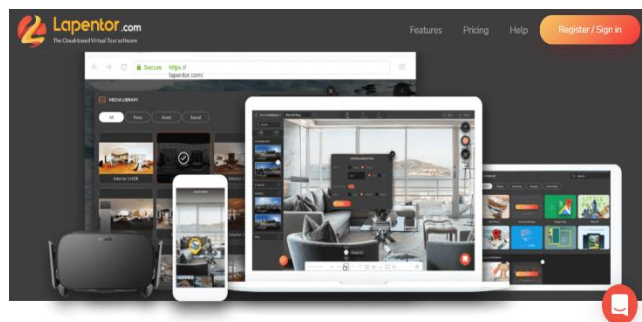
Derek now spends less time curating photos and articles. All the essential features of the property can be incorporated in the virtual 360 tour. Derek has more time to spend serving the needs of his clients, knowing that all the right information is in one virtual and interactive place. This enhances his clients experience of the website and the listed properties.

## DRAMATICALLY IMPROVED ONLINE PRESENCE

One of the biggest advantages was the increase in website visits. Derek noticed that more clients were spending longer on his website and the number of inquiries went up by 65% in a two week period.

*"These results were simply amazing. Clients were not only using the 360 Virtual tour but following up with phone calls and email inquiries. I'm run off my feet; but in a good way!"*

Lapentor's ability to integrate content in an easy to use and edit dashboard was a huge time saver. Any changes to the property listing can be effortlessly adjusted making this the most up to date and real time experience for the clients.



It is the publishing solution he has been looking for with the added bonus of flexibility and choice. Lapentor allows customers to publish the virtual tour online via a URL, or as a packaged .zip file delivered directly to clients via email. It can also be hosted on your own domain or embedded directly on your website or on another domain. This is vital as Derek uses other hosting sites such as Domain and Realestate.com.

## WHAT DOES DEREK THINK OF LAPENTOR'S 360 VIRTUAL TOUR?

*"I wish I had discovered it earlier. It's the simple publishing solution for all my needs."* He says with a large grin.

*"I just can't believe how much it has improved my business. Clients don't lie. The increase in testimonials from home buyers speak for themselves. Try it! You won't regret it."*

It's no wonder that Derek has sold more properties from online inquiries in the past month, placing him in the top 5% of Real Estate agents in the Sydney area.