



360 Vision

Holland, MI 49424

(616) 928-1360

info@360-virtualtours.com

www.360-virtualtours.com

Residential Real Estate Info Pack



360 Vision is dedicated to providing you with high quality, cost effective virtual tours to meet all your marketing needs.

80% of all house and property hunting now begins on the Internet. Viewers no longer spend time on listings that don't allow them to visually preview properties first via the internet.

360 Vision has the experience and technological expertise to help you stay ahead and look your best in today's tough market. Our Powerful Marketing Tools revealed within this information pack will not only put your listings in front of more prospects, they will also drastically increase your referrals.



What We Do

Developing technologies are continuing to change the way we all live and work. Now more than ever, we are able to work and live more time efficiently than ever imagined. Online marketers are turning to Internet driven technologies to reach out to more potential buyers in less time and with minimal effort. The Internet is being used to find out about everything – including housing, travel, dining, recreation, and so much more.

Well-constructed, easily navigable, content-driven web sites provide users with the information they seek, create brand awareness and establish credibility. Now, with faster processors and higher bandwidths, Internet surfers are enjoying multimedia experiences including virtual tours, pictures, videos, and sound all helping to enhance the shopping experience.

The advent of virtual tours has allowed online marketers to implement highly effective pre-sales programs that are increasing sales capture rates and reducing sales cycles.

The challenge for online marketers is finding an attractive, low cost virtual tour solution.



The Facts

- As of August 2006, over half of American adult internet users (57%) have taken virtual tours of another location online. (2006 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. (2006 Pew Internet & American Life Study)
- 79% of repeat buyers & 84% of first time buyers use the internet to search for a home. (2006 National Association of Realtors Survey)
- 54% of home buyers who are searching for their next home on realtor.com will only look at homes with multiple images or a featured tour. (National Association of Realtors, January 2006)
- A compelling use of virtual tour technology will keep visitors on your site, and will also keep them coming back. When the time comes, and the prospective buyer is ready to initiate contact, your sales person and web site, that have been most successful in “branding” and “bonding” with the potential buyer, can be assured an opportunity.
- In cyberspace, a site with a virtual tour and interactive media will receive 38% more views than a competitor’s site that is lacking media. (2006 Pew Internet & American Life Study)
- 80% of consumers search for information online. That means at least 60% of your marketing dollars should be spent optimizing your company online.
- The daily cost for print advertising varies between \$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. While the cost of a virtual tour averages around 27 CENTS per day. With a shelf life of 365 days and WORLDWIDE penetration the cost to interact with your client is MUCH less.

Virtual Tour Features



1. Custom banner for each realtor or owner.
2. Agent or Owner contact information
3. The Agent or Owner photo can be added to further customize and market each tour.
4. Instantly view more virtual tours by visiting the tour gallery.
5. Agent or Owner links to their E-mail and Web site.
6. Professionally voiced premium audio, with or without music, can be added to any virtual tour.
7. Video- The Video button allows you to add a video clip to your virtual tour for enhancing user experience with motion and sound.
8. Slide Show- This wonderful slideshow feature will showcase all of your snapshots within the virtual tour in a slide by slide presentation.
9. E-mail button allows viewers to E-mail a link of the tour to family and friends.
10. The Download button allows viewers to download the tour as a program file for quick and easy distribution by CD, or other types of media.
11. The favorite's button allows viewers to add this tour to the favorites section of their web browser.
12. Custom printable flyers and floor plans can be included with every tour, providing additional tour details.
13. Additional information about the city can be accessed on every tour.
14. Detailed information on public libraries as well as local and private schools is included with every tour.
15. Automatic maps of the location of each tour for the convenience of the tour viewer.
16. An overhead aerial and satellite view is placed on every tour.
17. Mortgage Info- The mortgage info button allows you to calculate estimated mortgage information. The button can be redirected to your preferred mortgage vendor's site as a lead generator.
18. The "Back/Next" button returns the viewers to the previous scene or takes them to the next scene.
19. The tour title is displayed in the upper left hand corner.
20. RTV makes navigating through tours very easy. Help is just a click away.
21. Each scene within the tour is accessible with our drop down shortcut menu.
22. Add marketing partners that participate in advertising with you or your company.
23. Detailed MLS information is included with every tour.
24. The tour window is larger than other companies, without compromising download speed. Images appear crisp and glossy, and window shots are not washed out.
25. All tours have Hot Spots that can be customized for each client. Hot Spots give the viewer information and a sense of direction within the tour.
26. Navigation buttons give viewers control over turning left, right, up, down, and zoom in or out.
27. The text box shows what room or scene the viewer is in.
28. Spinfo- This allows you to enter a text based description of each scene within the virtual tour.
29. Company logo or real estate/owner logo.
30. Skin colors are customizable on every tour allowing you to fully personalize your virtual tours.
31. Hit Counter- This secret button allows the Realtor or the home seller to check tour hit traffic at any time!

Distribute Your Tour

Virtual tour syndication just makes sense. You know that when you generate more exposure for your listings, they are likely to sell quicker and at a higher dollar value. Who has the time to re-enter a single real estate listing into hundreds of syndication and distribution systems? Most people do not and that is why **360 Vision** has direct access to the PicturePath™ distribution portal through Realtor.com and Move.com (formerly Homestore Inc.) we are authorized to feed ANY real estate virtual tour with a valid MLS number to the websites listed below free of charge as long as the listing agent is a showcase member of Move.com/Realtor.com.

Move.com applies a charge for each real estate virtual tour sent from us to these sites if the Realtor is a non-showcase member. The fee is waived if the Realtor is a showcase member with Move.com. If you are not a showcase member and would like your virtual tour sent to www.realtor.com we apply a \$25 fee at the time of your tour order and your tour will instantly be sent to www.realtor.com. Purchase our 360 Vision Maximum Exposure Add-on and we will post your tour to 90+ other websites upon upload!! Yes 90+ other sites!!



Yard Signs: Our yard sign advertises a link to your virtual tour 24 hours a day 7 days a week, and on average, accounts for at least 45% of the hits. This tool is something every real estate agent should be implementing with their virtual tours, allowing them to turn street traffic into web traffic. **One Free with Every package, Additional Yard Sign available for \$25**

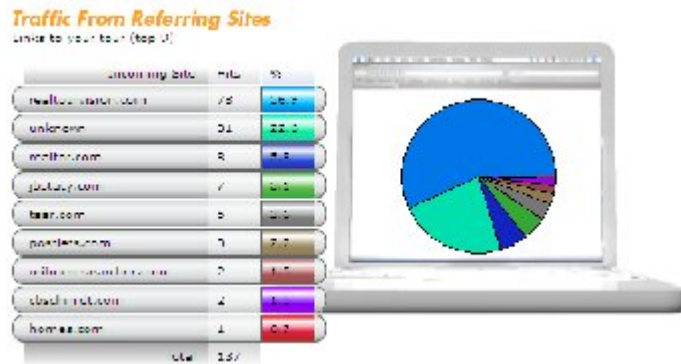


Tour Discs: Give your clients something they will remember. Tour Discs are a unique marketing tool that is the perfect upgrade to your **360 Vision** Virtual Tours! Available on CD or DVD, have 360 Vision, create a custom disc of your virtual tour with a slideshow for distribution. Tour Discs are great for sales centers, open houses, investor opportunities, and much more. Leave your customers remembering what you have to offer by handing them out as a keepsake for your client and even as a business card! **10 - \$33.95; 30 - \$69.95; 90 - \$173.95**



Track Your Tour

Virtual Tour Traffic Reporting: Hit statistic reports show not only where virtual tour views are coming from but they also display which scenes from within the 360 tours are being viewed the most. The new hit reporting system also allows **360 Vision** to automatically send out weekly virtual tour reports to any email address! These weekly hit reports will keep everyone involved up to date and able to monitor where marketing dollars and efforts pay off the most. See your "Hit Stats" 24/7 by clicking on the RTV Logo at the bottom of your virtual tour!



Upgrade Your Floor Plan

Allows you to take our graph paper into the home with you, sketch out the home, fax it into Real Tour Vision and we will email you back your floor plan, which can be attached to your virtual tour. It's really that easy!

2D Sketch and Fax Floor Plans (you measure and we construct)

Up to 2000 s.f.	\$45
2001 to 3000 s.f.	\$57
3001 to 4000 s.f.	\$68
4001 to 5000 s.f.	\$80

Upgrade Your 2D Floor Plan (Add Cost for Creating a 2D)

2D PicturePlus Plans: Make floor plans even more informative and compelling by using photographs. PicturePlus Plans bring properties to life and help viewers to visualize them more accurately. When the user places the mouse over a camera icon, a small photograph appears over the plan, illustrating the room pictured. **Call for pricing**

3D Floor Plans: Stunning, visually-appealing 3D floor plans allow home buyers to even more easily visualize the design of the property. **Call for pricing**

3D Walkthroughs: With the stunning technology, a viewer can 'walk through' a property on the web, as if they were there in person. High-quality computer generated videos let you experience a home and get a realistic feel for its size and layout. **Call for pricing**

Example of 3D Walkthrough without Pictures: <http://content.metropix.com/p/587160>

Example of 3D Walkthrough with Pictures: <http://realtourvision.floor-plans.eu/p/565097>



Social Networking: Built In

33% of all buyers are now using social networking sites with 19% using them at least a few times per week.



Powerful marketing tools are released often. Contact us today!

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SOCIAL NETWORKING & SEO MADE SIMPLE!

It's no secret that social networking is quickly becoming the norm in internet marketing. That is why our virtual tours have social networking built right into the virtual tour viewer. With a click of the mouse, viewers can add your virtual tour to their social networks. *Imagine your virtual tour becoming a viral marketing tool virtually overnight.* This amazing new powerful property marketing tool not only helps you stay competitive in an aggressive real estate market, it also helps you build more back links to your website.

In just one click, your virtual tour can be submitted to popular social bookmarking and networking sites such as: Digg, Delicious, Furl, Facebook, FriendFeed, MySpace, BackFlip, LinkedIn, Reddit, Twitter, StumbleUpon, Technorati, Mixx and Bebo. Now you, your customers, and their friends can bookmark your virtual tours on these sites. And when they do you will see the results in the search engines. Start social bookmarking your tours today by clicking on the "Share Tour" tab on any of your virtual tours.

