

# How will iGUIDE® help get your home Sold?

## iGUIDE® has the Tools Buyers Want



### Professional Photography

98%<sup>1</sup> of home shoppers want to see photos. Professional photos capture attention and draw buyers in.



### 3D Immersive Tour

The more time home shoppers spend looking at a home, the more likely they are going to want to buy it. iGUIDE attracts and holds buyers attention.



### Floor Plans

83%<sup>1</sup> of home shoppers want floor plans. Your home will be more memorable because shoppers will have a better understanding of how your home flows.



### Property Details

98%<sup>1</sup> of home shoppers value property details when searching for a home. With important facts like room measurements and square footage calculations, potential buyers are more likely to visit your home.

1. Based on National Association of REALTORS 2017 Profile of Buyers and Sellers.



### HomePhotos

15 Brand Court, Ajax, Ontario

3D Tour Photos Details Map

#### Floor Plan

Integrated floor plan with hot spots provides a simple and faster way to navigate throughout the home.

#### Measurements

Measurement tool let's you take custom measurements anytime and anywhere like measuring for furniture and fixtures.



Photo Gallery  
Property Info  
Map

#### 3D Tour

Click on hot spots within the images to move from one area to another.

Use your finger or mouse to look up, down, left and right!

## Homes Sell Faster & For More With iGUIDE®\*

Homes with  
iGUIDE® spend

**14%**

fewer days on the  
market vs. those with  
other **virtual tours**\*

Homes with  
iGUIDE® sell up to

**39%**

faster than properties  
with **Photos Only**\*

Homes with  
iGUIDE® sell up to

**1.3%**

more of the list price  
than properties with  
**Photos Only**\*

\*Based on sample of 9,079 properties taken from Waterloo Region for homes sold between Sept. 1, 2017 and Aug. 31, 2018. Sample data includes only existing home sales above \$150K.

## Why Choose iGUIDE to market your home?

- Every iGUIDE includes **360-degree panoramic images of all spaces**, still photos, room measurements, floor plans and square footage calculations.
- Potential buyers can **view the entire home virtually without having to physically visit the home**. This can save you time and inconvenience and reduce the number of people in your home.
- Users can click on “hotspots” to move from one spot to another.
- The 360-degree images are integrated with an on-screen **floor plan** to make **navigating the home more simple**. Simply click on any spot on the floor plan to jump to that location.
- Compared to video tours, interested **buyers can take their time** with an iGUIDE tour to navigate rooms important to them without having to rewind or pause a video to catch what they want to focus on.

### Do all rooms have to be shown?

- No, if there are spaces you do not want shown in the 3D viewer (e.g. for privacy, messy room, etc.), the 3D panoramic images can be disabled. However, the rooms will still be scanned for measurements to complete the floor plans.

### How are the 3D images captured?

- A special camera is used that includes a laser for measuring. The images and measurements captured are rendered together to create the 3D immersive tour.



Floor plans help visualize and understand the space better. When combined with still photos and 360-degree panoramic images, **buyers** can get a full appreciation of what your home has to offer and can begin to **picture themselves living in it!**





## Pre-Photography Checklist

### GENERAL

- ☐ Turn on all lights
- ☐ Turn off TVs and ceiling fans
- ☐ Open blinds/curtains
- ☐ De-personalize (e.g. remove photos, personal info on papers, etc.) as the photos will be posted online

### FOYER

- ☐ Hide all shoes, coats, bags, etc. in closet
- ☐ Hide door mat/rugs/shoe racks to enhance the perception of floor space
- ☐ Remove keys/key holders

### KITCHEN

- ☐ Clear countertops completely
- ☐ Remove fridge magnets, photos, etc.
- ☐ Hide garbage can if possible
- ☐ Remove dishes from sink
- ☐ Hide small appliances
- ☐ Remove tea towels from stove/dishwasher and dish cloths

### LIVING/FAMILY ROOM

- ☐ Remove kids toys
- ☐ De-clutter tables and fireplace
- ☐ Put away game consoles
- ☐ Hide any visible electrical cords
- ☐ Keep pillows/cushions to a minimum and neatly arrange

### DINING ROOM

- ☐ Straighten all chairs
- ☐ Clear the table, or alternatively, use decorative place setting if available and/or centre piece (e.g. flowers, candle)

### BEDROOM or HALL CLOSETS

- ☐ Push coats/shirts hanging up apart by 12" so the laser can measure the back wall
- ☐ For linen closets, clear a shelf that is about 4 to 5 feet high off the floor.

### BEDROOMS

- ☐ Make beds
- ☐ Clear nightstands and dressers of any personal items/clutter
- ☐ Clean under the bed to ensure any items are not visible
- ☐ Temporarily hide anything in the closet
- ☐ Ensure all clothes, robes, etc. are put away

### BATHROOMS

- ☐ Clear countertops
- ☐ Close toilet seats
- ☐ Remove shampoo bottles, soap, etc. from tubs/showers
- ☐ Remove floor mats (makes room appear larger)
- ☐ Towels should be clean and neatly displayed

### PETS

- ☐ Pets should be secured away from areas being photographed
- ☐ Hide food and water bowls in a pantry or closet
- ☐ Hide toys, leashes, etc. in a pantry or closet
- ☐ Hide pet beds or litter boxes if possible

### EXTERIOR

- ☐ Remove all cars from driveway and do not park directly in front of the house
- ☐ Ensure garbage cans, recycling bins, garden tools, hoses, toys etc. are out of sight
- ☐ Outdoor furniture is neatly arranged
- ☐ Grass is recently cut and trimmed
- ☐ Uncover BBQ and open patio umbrella

### GARAGE

We will scan attached garages for measurements but we will not display the images unless requested.