How will iGUIDE[®] help get your home Sold?

iGUIDE[®] has the Tools Buyers Want

O Professional Photography

98%¹ 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.

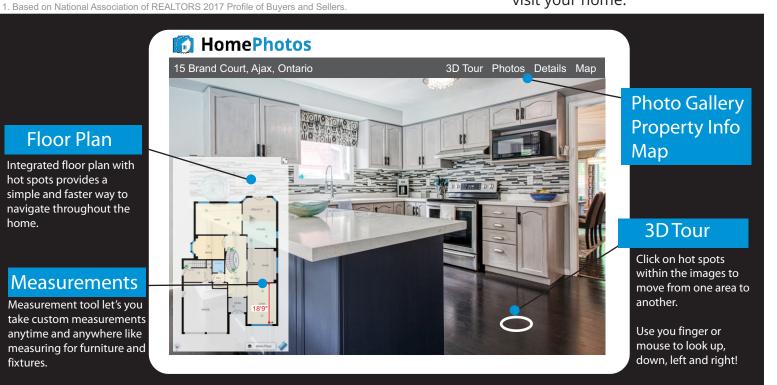


83%¹ of home shoppers want

floor plans. You home will be more memorable because shoppers will have a better understanding of how your home flows.



98%¹ 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.



Homes Sell Faster & For More With iGUIDE®*



*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!**









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Pre-Photography Checklist

GENERAL	BEDROOMS
🗌 Turn on all lights	🗌 Make beds
Turn off TVs and ceiling fans	Clear nightstands and dressers of any personal
🗌 Open blinds/curtains	items/clutter
🗌 De-personalize (e.g. remove photos,	Clean under the bed to ensure any items are not
personal info on papers, etc.) as the	visible
photos will be posted online	Temporarily hide anything in the closet
	🗌 Ensure all clothes, robes, etc. are put away
FOYER	
🗌 Hide all shoes, coats, bags, etc. in closet	BATHROOMS
Hide door mat/rugs/shoe racks to	Clear countertops
enhance the perception of floor space	Close toilet seats
Remove keys/key holders	Remove shampoo bottles, soap, etc. from
	tubs/showers
KITCHEN	Remove floor mats (makes room appear larger)
Clear countertops completely	Towels should be clean and neatly displayed
🗌 Remove <mark>f</mark> ridge magnets, photos, etc.	
Hide garbage can if possible	PETS
Remove dishes from sink	Pets should be secured away from areas being
Hide small appliances	photographed
Remove tea towels from stove/	Hide food and water bowls in a pantry or closet
dishwasher and dish cloths	Hide toys, leashes, etc. in a pantry or closet
	Hide pet beds or litter boxes if possible
LIVING/FAMILY ROOM	
🗌 Remove kids toys	EXTERIOR
De-clutter tables and fireplace	Remove all cars from driveway and do not
Put away game consoles	park directly in front of the house
Hide any visible electrical cords	Ensure garbage cans, recycling bins, garden
Keep pillows/cushions to a minimum	tools, hoses, toys etc. are out of sight
and neatly arrange	Outdoor furniture is neatly arranged
	Grass is recently cut and trimmed
DINING ROOM	Uncover BBQ and open patio umbrella
Straighten all chairs	
Clear the table, or alternatively, use	GARAGE
decorative place setting if available	We will scan attached garages for measurements

and/or centre piece (e.g. flowers, candle)

12" so the laser can measure the back wall

Push coats/shirts hanging up apart by

For linen closets, clear a shelf that is about 4 to 5 feet high off the floor.

BEDROOM or HALL CLOSETS

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