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## How will a Showcase virtual tours benefit my business and myself?

First of all, your high end clients will be impressed with the professional look of our products and services which in turn should bring more sellers that choose you to be their agent, due to your innovative marketing approach. What do buyers analytically think of Virtual Tours? In the 2007 NAR survey, 67% of them rated Video Tours as very important to a listing, second only to photos and listing information. Buyers can research as many homes as they like, in their timeframes and at their pace. Virtual Tours are both a selection and elimination tool, helping buyers focus on a small group of homes they are seriously interested in. Buyers are able to eliminate a substantial number of walk-throughs just by taking the virtual tours. Research shows that Internet buyers research more homes, and take a longer time doing so than non-Internet buyers. The 2003 National Association of Realtors study showed that Internet shoppers studied an average of 12 homes before making purchases versus 7 homes for non-internet users. Internet users took longer to complete their searches, averaging 8 weeks versus 5 weeks for non-internet users. Sellers like virtual tours because they can now "clean once, show many times". Better yet, the house can be shown 24 x 7, avoiding the always problematic scheduling dilemma's.