

Value in Floor Plans

The Power of Floor Plans for Real Estate Agents and Property Owners / Managers

As a real estate agent, or property owner, you know how important it is to showcase properties in the best possible light. And while a Matterport 3D Tour may be the most influential asset when it comes to attracting potential buyers, floor plans are also very effective.

According to an online survey with US past and future homebuyers conducted by Matterport in March 2023, floor plans are incredibly influential in a homebuyer's decision to tour or purchase a home. In fact, floor plans are more influential than any other asset aside from photos. More than half of prospective and recent home buyers agree that they only set up showings for homes that provide a floor plan as part of the listing. This means that if you want to increase the number of showings and offers on a property, including a floor plan is essential.

By incorporating Matterport's floor plan into your service offering, you can ensure that you provide your clients with a comprehensive package designed to bring in qualified buyers. With Matterport, you can get high-quality, accurate floor plans that are easy to use and seamlessly integrate into your existing marketing materials. All of this is done straight from your Matterport 3D tour without additional scanning or returning to the property.

Whether you're a real estate agent looking to improve the value of your service offering, or a property owner /manager wanting more details about your space. Including Matterport's floor plan service is an easy way to stand out from the competition. By providing high-quality floor plans, you can help your clients attract more potential buyers, increase the number of showings and offers on a property, and ultimately close more deals.