



Matterport for Residential Real Estate

Discover how agents win more listings, transact faster, and close more business.

The Matterport Advantage

Whether you're a real estate agent, a broker, or a property manager, Matterport's 3D virtual tours can elevate your listings, reach a wider audience, and close on properties faster.

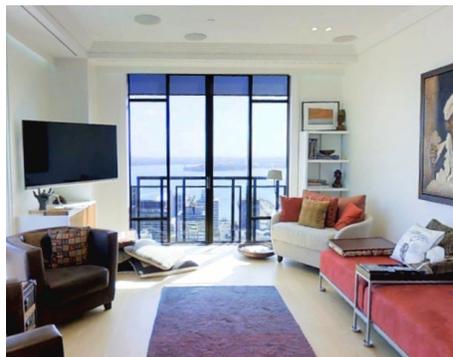
- Our surveys indicate that 95% of buyers are more likely to call about properties with 3D virtual tours
- 99% of sellers believe that a Matterport tour would give their listing a competitive edge
- More immersive 3D tours have been scanned with Matterport than with any other solution



Buying & Selling

Win more listings. Transact faster.

Up to 74% of agents using Matterport win more listings. A Matterport 3D virtual tour provides the most immersive, informative home shopping experience to today's buyers and sellers.



Rentals

Fill vacancies with ease.

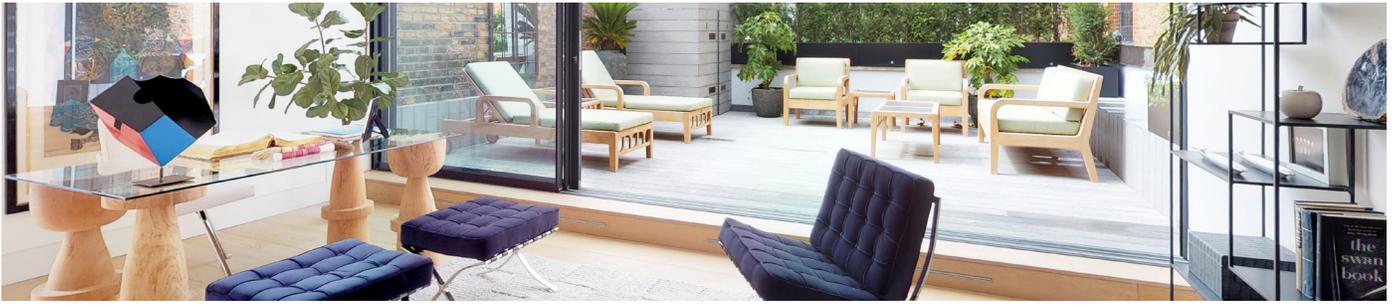
With Matterport, tenants can feel confident that what they see is what they'll get. Open doors virtually without setting foot on site, get more showings and ready-to-rent tenants, filling vacancies faster than ever.



New Construction

Sell through new communities faster.

Bring more home shoppers to your new communities by giving them virtual access to your built model homes. 3D virtual tours can help buyers get a better understanding of the overall look and feel of their to-be-built home.



Elevate your listings and drive more traffic to the property, helping homes sell faster.

- High resolution, detail-rich, vibrant 3D virtual tours
- Accurate schematic floor plans depicting layout and room dimensions
- Showcase unique features of the listing using Mattertags
- Gain increased exposure across major real estate listing websites
- Furnish vacant properties through cost-effective, high definition virtual staging to drive views to the listing
- More efficient viewings: host virtual open houses and private showings to help buyers preview properties before committing to an in-person tour

Case Studies



With five offices across London, Atkinson McLeod is an independent real estate group specializing in sales, rentals, and property management. Atkinson McLeod uses Matterport digital twins to create virtual tours for 95% of its active properties. When the company highlights virtual tours in emails to customers, click-through rates double. Prospects who click on the tour links are prioritized for follow-up by agents, providing them more engaged, qualified leads to call on.

Results:

- 50% overall reduction in physical property visits, supporting faster time to contract signing
- 2x more click-throughs for marketing emails that contain virtual tours
- 56% of tenants found virtual tours to be useful
- More efficient property management with robust, visual property inspection records

"We've reduced in-person tours by 50% while improving the quality and productivity of physical showings because clients can confirm in advance if a home is a good fit. As we lease out 1,300 properties annually, the efficiency gains add up fast."

Giles Atkinson, Director



ENGEL & VÖLKERS

Engel & Völkers is one of the world's premier real estate agencies for luxury properties. Founded in Hamburg, Germany, in 1977, the company has since expanded to serve customers in 34 countries and has added commercial real estate, aircraft, and yachts to its portfolio. With Matterport virtual tours, clients can visit properties without time, distance, the weather, or even a pandemic getting in the way.

Results:

- 30% increase in revenue - a record, even during a crisis year
- Reduced costs
- Reduced physical site visits
- More efficient decision-making processes
- More dynamic real estate listings

"Ours was the only real estate company in some regions with Matterport 3D virtual tours. The result is that we will close 2020, which is the worst year ever for our specific market, with record revenue -- 30 percent better than in 2019."

Antonio Carnazza, License Partner