

AR FOR REAL ESTATE

UNIFIED AR[®]



SALES IN THE REAL ESTATE AND PROPERTY MARKET DEPENDS ON STRONG MARKETING STRATEGIES AND CAMPAIGNS.

As lucrative as the real estate sector is, property developers, real estate agencies and property owners realise that there is fierce competition and getting in front of the right customers is imperative.

AR

FOR REAL ESTATE

Current real estate marketing options available to attract potential buyers and convert them into sales are:

- Real Estate Listings
- Websites
- Property Magazines & Publications
- Street & Window Signage

Whilst these are all great marketing tools, they do have their limitations. Online marketing can be great at providing an extensive array of properties and relevant information, but it can also prove to be daunting and less tactile than more traditional marketing methods, which up until now have lacked the interactivity of web based solutions. . One technology that is gaining a lot of recognition in its ability to not only seamlessly close the gap between digital and traditional marketing mediums, but also create greater value in each channel, is augmented reality (AR).



WHY AR

Augmented Reality overlays new digital information over the real-world environment. Graphics, photos, videos, text, sound and animation are superimposed as a layer on top of what you are seeing in your physical view.

AR takes reality and literally augments it, creating a more immersive and interactive experience for the consumer.

Augmented Reality is one of the key marketing strategies in engaging and attracting buyers and providing them with value. According to a [2019 report](#), 81% of marketers say that interactive content is more effective in grabbing attention than static content, while interactive content generates 2x more conversions than passive content.

These numbers pave the way to transform existing marketing efforts in real estate by embracing AR technology to provide that much-needed interactive customer experience.

In a digitally evolved market, where Millennials and Generation X are the dominant groups active in the real estate market, AR technology makes complete sense.

Millennials are digital natives and unlike other generations, they research everything online before making any buying decisions, including when looking for homes and property.

They have a passion for everything digital, and any technology that gives them the ability to access property information in their current location is a game changer for customer experience and buyer satisfaction.

Research shows that [80% of millennials](#) want to buy their own home and using AR technology is a perfect way to gather their interest as AR provides the ability to extend their online experience from a much wider range of marketing media.

Further, according to a [report by Oracle](#), 61% of companies using AR and VR technologies have increased customer satisfaction metrics and 84% agreed that AR and VR experiences will have a bigger impact on customer experience metrics than experiences in the physical world over the next five years.





AR is more than just a trend. It is an innovative technology with the power to boost conversions, taking customers quickly across the buyer's journey from awareness to purchase. Companies that are implementing AR are already seeing a jump in conversion rates and an [increase in brand awareness by as much as 70%](#), according to a report by Zappar.

Real estate purchases are more often than not a significantly emotional experience for the buyer, so the ability to improve the property experience at every point of the marketing journey is of greatest importance.

AR is the solution that can do just that—immerse consumers in the home buying experience with highly engaging, interactive property content. This immersive content can easily be implemented with platforms like [UnifiedAR](#), which enables any print collateral like brochures, magazines, street signs and adverts to take on new life with interactive AR experiences.

AR solutions like [UnifiedAR](#), not only enable realtors to better connect and engage their audience, but also track important metrics like conversions and engagement, number of visitors and cost per acquisition while enabling marketers to tweak their campaigns in real-time to maximise engagement and properties sales.

While costs and complexity may have put AR out of the reach for some, new low-cost self-service AR marketing and communication platforms like [UnifiedAR](#) have made integrating augmented reality into marketing campaigns simple, cost effective and powerfully functional.



WHY AR

Let's look at some ways AR can be successfully integrated into real estate marketing strategy to maximise the many benefits that AR has to offer.

BETTER REPRESENTATION OF PROPERTY

A survey revealed that [51% of consumers in the real estate sector put off home improvement](#) because they couldn't imagine what the end product looked like.

It is vital for potential buyers to get a clear picture of the property to make informed buying decisions.

AR enables potential buyers to view properties in 3D or video instead of 2D photographs and static content in print collateral. Potential buyers get an accurate representation through augmented 3D models, video and animation from the comfort of their couch, and these visualizations help them interact with the end product.

This is especially vital for properties yet to be built and realtors need to find a way to show the property to buyers and help them visualize it as their dream home. When a customer can't visualize the end product, it often results in unsuccessful sales or longer sales cycles.

For example, [Loucas Zahos Architects](#), an award-winning Australian architectural designer, launched an AR-enabled property development brochure for one of its residential projects. Potential buyers can view a miniature 3D model of the completed development from the printed brochure, using an app. Interested buyers can easily make an inquiry straight from the app while Loucas Zahos Architects can monitor engagement and other metrics in real-time.

[Harcourts Stafford](#) created AR-enabled street signage to stand out from the crowd, enabling passer-by to view a video overview of the property via augmented reality. Interested parties could connect with the managing agent for more information or book a private viewing from the property street signage.

AR also transforms property viewing through virtual staging with apps like [iStaging](#), which enables would-be buyers to choose and change the property's style, furniture, accessories and surroundings to cater to their taste, thus helping them get a better representation of the property.

AUGMENT PRINTED MARKETING MATERIAL

AR not only gives a new lease of life to static printed marketing collateral, but also improves by adding interactivity and visualisations that drive engagements and memory retention, estimated to be at [70% for AR experiences](#). Hence, AR brings significant value to printed property marketing.

The augmentation of branded print marketing collateral is one of the most transforming benefits of AR. Most property developers and real estate agents utilise both print marketing and video content to promote properties. AR enables these two channels to seamlessly integrate, resulting in a significantly enhanced interactive customer experience.

Using a simple yet functional AR marketing platform like UnifiedAR, property marketers can easily and cost effectively launch their immersive AR property content form a variety of print mediums such as direct mail brochures, magazines & publications, open home brochures and even window and street signage.

For example, [Harcourts Stafford](#) enables video overviews from their AR-enabled property booklet giving information about the property and connecting potential buyers with the managing agent through their branded app, thus transforming 2D content into an interactive and more engaging experience.

In another innovative use of AR, real estate agency, [McGrath Estate Agents](#), created AR-enabled property advertisements in a local publication. Each AR-enabled advertisement delivered a video of a property and upon completion of the video consumers were prompted to visit the website for more information or redirected to a virtual tour—seamlessly done with a powerful call-to-action straight from print.

[Ray White New Farm](#), another real estate agency, delivered local area property and market updates via video triggered from an AR enabled local area property magazine.



WHY AR

BRING BLUEPRINTS TO LIFE

AR can bring traditional blueprints and floorplans to life with 3D models, instantly transforming a would-be buyer's experience. It enables properties still in development to be marketed easily, as consumers can preview what the property will look like, which is essential for "off-the-plan" selling.

An Australian developed app, [RealAR Places](#) enables buyers to walk through 3D models of properties and place them in various locations, enabling property developers and real estate agents to display unfinished properties at the pre-selling stage. Potential buyers get to visualize and understand property plans either onsite or even remotely.

Another property app that does this very well is the [Hallmark Homes NZ](#) app, built on UnifiedAR technology. The app allows consumers to load scaled 3D models of their homes in areas such as lounge rooms, and also display full size home models that can be placed on a block of land and walked through. The app also enables consumers to scan printed brochures to see 3D versions of the house floor plan for a better view of the prebuilt property.

ENHANCE ONSITE EXPERIENCE

Onsite property visits are an integral part of the property sales process. Prospective buyers and investors visit construction sites and even finished properties to check on the progress of the project or to get relevant information that enables them to make buying decisions.

AR can transform a consumer's onsite experience by overlaying 3D models of the property on the project at site or by enabling consumers to visualise décor, furniture and styling within a vacant property.

AR can even allow additional content about elements of the property to be delivered from signage or labels throughout the onsite tour. Overlaying 3D renderings of the project at site or by enabling viewers to visualise décor, furniture and styling. This can help streamline construction and renovations as prospective buyers can amend and customise the property as per their requirement and taste.

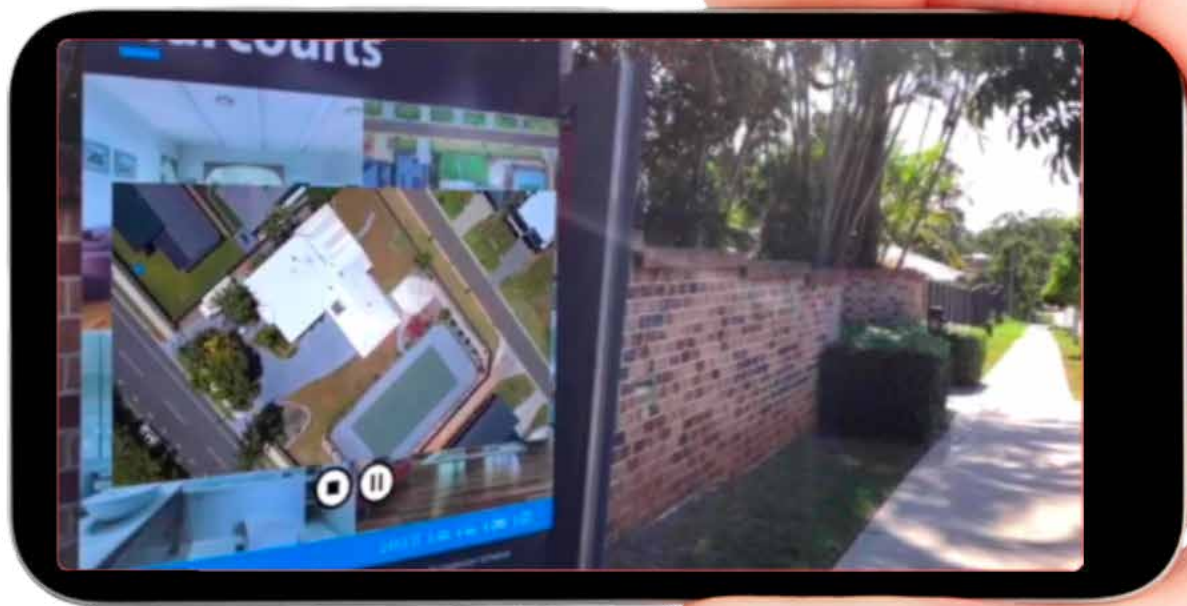
MAKE BUYING OR RENTING EASIER

Apps like [Street Peak Realtor](#) App, enables viewers to scan properties in their vicinity and immediately access property information such as price, amenities and number of bedrooms, including photos. Users can also communicate with the marketing agents directly through the app.

Apps like these, using AR technology, make buying and renting easier and provide vital information for prospective customers to make more informed decisions. It also saves time for both the buyer and the realtor and reduces the time between viewing and a sale.

INCREASE REACH

With AR, property developers and realtors can unlock international investment potential and engage buyers who are unable to physically attend a property for viewing. This is a tremendous opportunity, especially in the luxury real estate market, to reach buyers globally and increase foreign investments.





Please contact UnifiedAR if you would like more information on the use of augmented reality for property development and real estate or if you would like to see how the UnifiedAR platform can take your marketing and communications to the next level.

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LOCATIONS

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