

Interactive Floor Plans Add Virtual Tools to Market Properties Online

Interactivity is the key to showcasing properties online. Marketing to consumers in today's environment requires sophisticated, interactive selling tools. More than 84 percent of home buyers use the Internet to research listings. In order to move the buying process forward, consumers need to see themselves in these houses and that is hard to do without interactive visuals.

Real estate professionals who invest in interactive, informative marketing tools attract more attention for their listings and themselves. Interactive floor plans deliver an engaging tool that showcases rooms in their best light and focuses the buyer's attention on a property's most marketable attributes. This increases the property's perceived value and increases the likelihood that a buyer will take interest and visit the house.

Interactive floor plans merge computer-aided design software with professional photography to give users a room-by-room picture and help potential buyers get a genuine feel for the property's size and layout.

Interactive floor plans are prepared after on-site, professional measurements or can be produced with architectural blueprints or older floor plans. Each interactive floor plan is created in a horizontal (landscape) or a vertical (portrait) orientation.

Floor plans can be downloaded and printed for use in brochures, presentations, e-mails and Web sites. When paired with controlled motion video, interactive floor plans deliver even more impact.

Savvy marketers looking to measure return on investment of interactive tools can track site traffic and clicks to gauge which tools and what property attributes are most attractive to consumers. For a small investment ranging around a few hundred dollars, real estate agents and brokers can deliver more consumers and more interest to their property listings.

Embracing technology may be a challenge for some professionals, but the challenge is far greater in trying to market a property without the interactive aids that have proven to increase success.

