

3D AND DIGITAL EXPERIENCE IN REAL ESTATE: THE CONSUMER TRANSFORMATION

The Real Estate Sector is one of the fastest developing industries. This is the vision of ARQUI300 experts. The virtual to real is happening, right now.

NEW YORK CITY, NEW YORK, USA, October 16, 2020 /EINPresswire.com/ -- The Real Estate Sector is one of the fastest developing industries in the world. In an advanced digital world, the business must consider digitalization for the real estate industry so they can be closer to their target. Having already started adopting digital tools for their convenience, the digital transformation of real estate is accelerating at a rapid pace. This is the vision of [ARQUI300](#) experts. The virtual to real is happening, right now.



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ARQUI300 3D Experience allow potential buyers or investors to take a virtual tour of the property without physically being there. Get a 360-degree tour from the customer's phones anytime, anywhere.”

ARQUI300 | 3D IMAGE & FILM

While the final decision of buying a property will usually require the consumer to see the property in person, investors and buyers are likely to carry their investment before visiting the site. It is ideal for the realtor to strengthen their online presence, as procurers often tend to browse and research properties for lots of purposes.

The most notable digital transformation in real estate is the use of 3D Rendering, Augmented Reality (AR), and Virtual Reality (VR). Real estate solutions based upon VR technology are not only beneficial for the consumers, but it also helps the agents to grow their business and get

maximum clients and conversions.

It has also enabled the realtors to deliver top-quality services particularly by adopting the technology.

Virtual reality has allowed the industry for a photo-realistic virtual tour with 360 degrees rendering for the properties. Customers can virtually visit various locations within a short span of time. Eventually, it is equally beneficial for real estate agents and sellers who prefer going through a streamline real estate process.

Virtual reality can also give a new spin to the traditional real estate working processes. For example, previously sellers or agents have to really work on the decoration pieces of the place to attract the customers; this staging process also turned out to be extremely costly and time consuming for both the ends. There is also the problem that realtors can't photograph everything, and as such users may not be able to see exactly what they want—AR addresses this. With the rise of virtual reality with its mobile application development services and assistance agents can easily visualize the exact replicas of the physical property.

Nowadays, with the advent of social distancing restrictions, the real estate sector had no choice but to pick up its digital pace. As a result, 3D tours, virtual staging, or virtual reality are now commonplace among most real estate agencies. But, after the world recovers from COVID-19 and life goes back to what it was, what will happen?

But never forget that, despite the benefits that digital offers, traditional services may still be needed for quite some time to suit the preferences of individual consumers. To create a greater customer experience, the industry is very likely to combine traditional and digital models in the industry and create a hybrid model. This model will entail a mix of in-person and virtual services to satisfy individual consumer preferences. In other words, rather than making traditional processes obsolete, digital tools will be used as a way to complement them and enhance the consumer experience.

These technologies allow you to take potential buyers or investors to take a virtual tour of the property without physically being there. 3D renderings provide a 360-degree tour of the property



3D AND DIGITAL EXPERIENCE IN REAL ESTATE:
INTERIOR DESIGN

arqui 
VIRTUAL TO REAL

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from the customer's phones anytime, anywhere to experience the final product.

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Virtual to Real. The time is now!

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