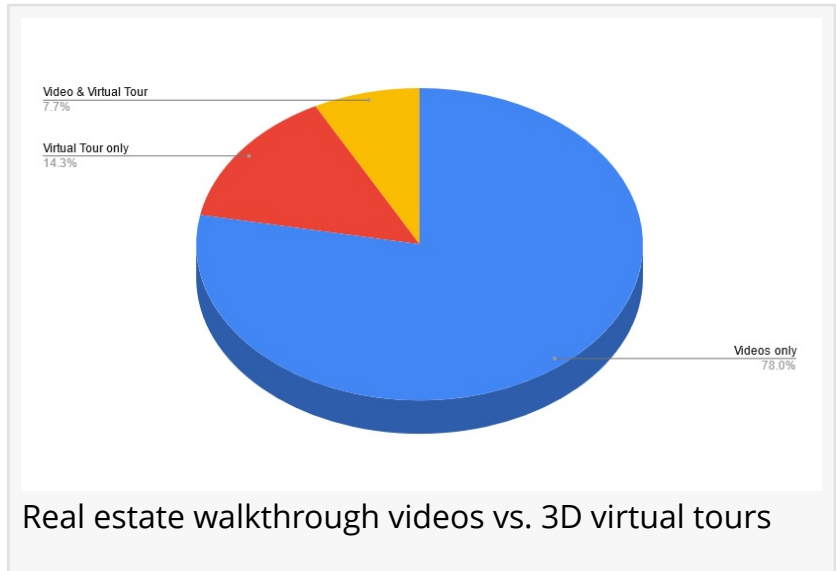


Video is 5.5x more popular than 3D virtual tours among real estate agents: HomeJab 2022 data

According to HomeJab's 2022 real estate photography data, video walkthroughs are 5.5x more popular than 3D virtual tours.

CHERRY HILL, NJ, USA, January 11, 2023 /EINPresswire.com/ -- [HomeJab](https://www.homejab.com/), the leading provider of real estate photography and marketing services, has released 2022 data showing the overwhelming popularity of video among real estate agents.



According to the data, in 2022, agents ordered video packages 5.5 times more frequently than 3D virtual tours when given all options.

Additionally, the data showed that of orders that included either video or virtual tours, video was the more popular choice in every category. Specifically, 4,676 orders included video but not virtual tours, while 855 orders included virtual tours but not video. Only 463 orders included both video and virtual tours.

“

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Joe Jesuele

This data clearly demonstrates the significant preference for video among real estate agents, despite the frequent media coverage of 3D virtual tours. Video is the clear winner, with a large margin of victory.

“Video is preferred since it's mobile-friendly and has the ability to connect with viewers on an emotional level, unlike 3D tours,” says founder Joe Jesuele. “In a world where people are spending more of their time on TikTok, video is the most effective choice for real estate marketing.”

Homejab is proud to offer a wide range of video and virtual tour options to meet the diverse needs of real estate agents and help them effectively market their listings.

About Homejab

Homejab is America's leading on-demand professional real estate photography and video service for real estate pros. Lightning-fast high-end visual production offerings also include immersive 3D interactive tours, floor plan creation, affordable virtual staging, turnkey aerial services, and the creation of real-estate-backed NFTs. Its efficient one-stop-shop for real estate listings promotions at [Homejab.com](https://www.homejab.com) features affordable and customizable shoots to create the most engaging visual content for faster home sales and enrich the listing agent's personal brand. Homejab is available nationwide and in the U.S. and Canada. Learn more at [Homejab.com](https://www.homejab.com).

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