

# HOW TO SELL ONLINE:

The power of visuals for real estate

# The Power of visuals

## What makes you fall in love with a house?

Is it the inviting view of the living room with the sunlit windows or the text description and square meter numbers? Let's face it: we all look at the pictures first. And that's ok. In fact, smart real estate agents use this.

Turn this knowledge into your advantage with the power of visuals. Consider the following 4 statements and improve the way you approach visuals.

**1** In this digital age, visual communication plays a critical role in the success of any online business.

**2** Online marketing and advertising has become the most important leads generator for real estate sales.

**3** High quality visuals will attract potential buyers and effectively communicate the key features of any property.

**4** To sell successfully you need to stand out from the crowd and the best way to do so is using high quality visuals.

**90%**

of information transmitted to the brain is visual<sup>1</sup>

**84%**

of online communication is visual<sup>2</sup>

# Understanding your target audience

## How to do it?

- 1** Analyze your previous sales and look for trends.
- 2** Expand your sphere of influence, everyone who encounters your business through marketing.
- 3** What gives you your edge? Use your talents & skills to connect with like-minded people.
- 4** Focus on the region you know best and where you have the best sales results.
- 5** Ask your clients what they need, love and what drives them.



### Effective sales

Understand your potential buyers' preferences and needs.



### Visual marketing

Display visuals tailored to motivations and buying habits.



### Tech-savvy buyers

Invest in virtual tours & designs to bring a property to life.



### Traditional audience

Prioritize photos, video and floor plans for a realistic display.



# Find your **best approach** to visual production

## Do-it-yourself (DIY)

You, the real estate agent, take photos yourself. A smartphone can produce professional-looking images and videos, making this a cheap approach.

It all depends on the camera quality, the lighting & staging of the property. DIY also means investing in post-production to get the results you need.

- + No/Low cost
- + Easy to organize
- + Gain visual skills

- Quality at risk
- No or limited Postproduction
- Limited visual product range

## Specialist Partner

Work with individual partners for each type of visual, such as photos and videos if you need better visuals than you can produce yourself.

You'll have some flexibility to choose what you need, but will be stuck with the work to plan shoots. Also think about your partners' geographical coverage.

- + High quality
- + Trusted relationship(s)
- + Custom service for each property

- High cost
- High maintenance
- Limited visual product range
- Limited geographical range

## Full-Service Provider

Offers every type of real estate visual, from photos to virtual tours and renderings. Perfect to streamline your visuals to sell successfully at scale.

With a full-service provider, you reduce your own work, saving time to focus on your buyers and selling more effectively.

- + High quality
- + Full partnership
- + Unlimited geographical range
- + Latest trends, tech & innovation

- Dealing with many photographers



# Visual products explained



## Photo

High-quality, well-lit and appealing photos provide prospective buyers with their first glimpse of a property.

This initial impression makes a huge impact on the decision to schedule a viewing or make an offer.

Great photos make a property stand out among a sea of listings, bad pictures sink your chances for a good sale.

50

milliseconds or less for your buyers to form a first impression<sup>3</sup>

## Video

Videos attract more views than photos and generate more engagement. Expect higher conversion rates and more sales.

Real estate videos make for compelling and informative marketing that is both dynamic and visually appealing.

Show the property's real dimensions and layout and make it accessible for a wider audience, including those with disabilities.

400%

increase in inquiries with at least 1 video<sup>4</sup>



# Visual products explained



## Floor plan

An essential tool for real estate, floor plans provide potential buyers with a clear overview of the property including the size & location of rooms and features like doors and windows.

The detailed representation of the layout & design of a property leads to better-informed decision-making and faster sales.

Provide extra value with 3D or even interactive floor plans that combine with a virtual tour.

**64%** of buyers want a floor plan for each ad<sup>5</sup>

## Virtual visit

Virtual tours are a game-changer. For 3 out of 4 people, they impact the decision to buy directly.

Using 360-degree photography, virtual tours make you experience the space as if you were there, from wherever you are.

Buyers can 'walk' through the rooms and will be able to experience what it would be like to live there.

**87%** more views for listings with a virtual tour<sup>6</sup>



# Visual products explained



## Drone

Drones provide a unique perspective and have revolutionized the way properties are marketed and sold.

The great visual appeal of a bird's eye view captures the essence of the property perfectly and has a big impact.

Drone visuals show the property in its context and contribute greatly to better-informed decision-making by buyers.

**68%** faster sales with drone photos<sup>7</sup>

## Mast

A new alternative to drones, mast photography uses a super large tripod to take photos and videos from a height of up to 8 meters.

Visuals shot from a mast offer a similar perspective as drone images.

The great benefit of mast photography is that there is no flight, and therefore also no necessary permit involved.





# Visual products explained



## 3D Staging

A perfect digital tool for real estate, virtual staging uses software to edit real photos to add 3D-lifelike furniture & decorations.

3D staging visualizes the potential of any room and helps buyers connect with the space on an emotional level.

Virtual staging is cost-efficient and flexible as you can swap designs very fast to appeal to different target audiences.

**82%**

of buyers see staged houses as their future home easier than non-staged listings<sup>8</sup>

## 3D Rendering

3D rendering creates photorealistic digital images of the interior and exterior of a property that will be built or renovated.

This preview of the finished property allows buyers to imagine themselves inside a building that does not exist (yet).

3D rendering is vital to attract buyers and renters before or during the investment for the property development is made.

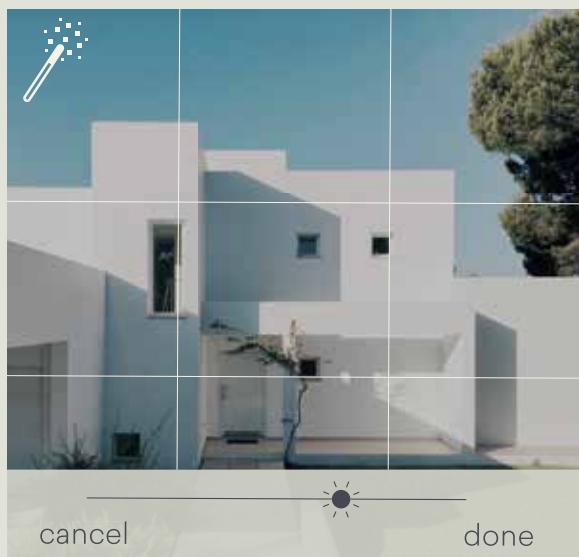
**25%**

of leads lost without proper visualisation for development projects<sup>9</sup>





# Visual products explained



## Image Editing

As high quality is essential for all visuals, image editing can upgrade existing material significantly.

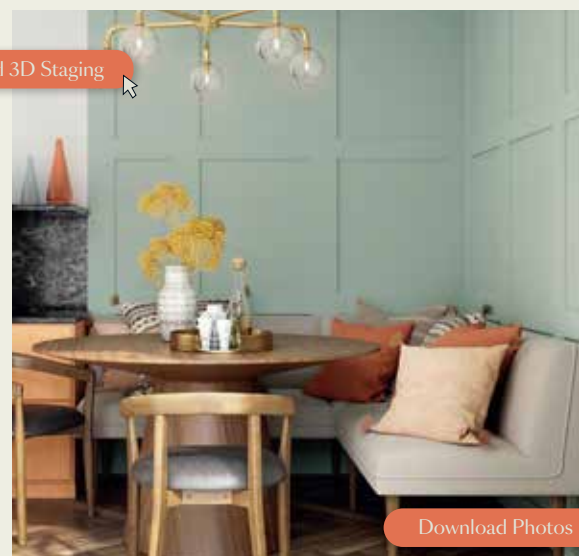
- ✓ Higher quality means faster sales at higher prices

## Product Bundles

Stay ahead of the competition with marketing trends using new technology.

Your best approach for better sales is using multiple visual products.

- ✓ Choose the right combination of visuals for each property



## Emerging Technology

A Digital Twin, for example, will be the next step beyond going on a virtual tour. It is a full-size virtual copy of a property shown on VR glasses.

- ✓ Embrace the digital revolution to drive success

# Using the power of visuals

Visual marketing:  
your sales depend on it!

Marketing for real estate is changing rapidly thanks to revolutions in digital technology and visual creation.

Using the full range of visual products is critical for your success.

Your ability to market properties better and for higher prices depends on it.



View Ad Insights

- Visuals directly impact buying decisions
- Buyers see & understand key features & benefits
- Create the dream of ownership with better visuals
- Find a provider for all visuals available for real estate

# Recommendations

## 1 Understand your audience

- Demographics
- Motivations
- Buying habits
- Tech-savviness

## 2 Choose the right approach

|                       |                                                     |     |
|-----------------------|-----------------------------------------------------|-----|
| DIY                   | Cheap, quality at risk, limited visuals             | ✓   |
| Specialist Partner    | High quality, high costs, limited offering          | ✓✓  |
| Full-Service Provider | 1 partner for all visuals, high quality, affordable | ✓✓✓ |

## 3 Select the best visual products for your properties:

|                 |    |                                                            |                      |
|-----------------|----|------------------------------------------------------------|----------------------|
| Photos          | 📷  | Wow to attract buyers with the first impression            | Must-have            |
| Videos          | 📺  | Capture the imagination, 400% more inquiries               | Hooks the buyer      |
| Floor plan      | 📐  | Detailed layout representation, generate 7.5x clicks       | Vital info           |
| Virtual tour    | 👁️ | Immersive experience, in person 'feel' of the property     | Game changer         |
| Drone/Mast      | 📡  | Bird's eye view of the property and its surroundings       | Unique perspective   |
| 3D Staging      | 🏠  | Visualize a property's potential, see future life          | Awesome potential    |
| 3D Rendering    | 🎨  | Visualize a not-yet existing property, building your pitch | Visualize the future |
| Product Bundles | 📦  | Combine visuals strategically, biggest sales impact        | Smart strategy       |

## 4 Benefit from:

- ✓ Better ROI
- ✓ Improved decision-making
- ✓ Increased customer satisfaction
- ✓ More effective messaging

**Better, Faster**  
Real Estate Sales

# Thank you

## Your visuals ARE your marketing

We hope we were able to demonstrate how important visuals are for your real estate sales.

If you want advice on the right approach and the best visual products for you, please get in touch.

**Backbone** is there for you

- 1 Moveableink (2018). 29 incredible stats that prove the power of visual marketing
- 2 Inc (2015). 16 Eye-Popping Statistics You Need to Know About Visual Content Marketing
- 3 Forbes (2018). The Four Web Design Trends Businesses Should Actually Care About
- 4 Rechat (2022). 14+ Video Marketing Statistics Every Real Estate Agent Should Know
- 5 Photoup (2022). 4 Reasons To Use Floor Plans For Real Estate Marketing
- 6 Webinarcare (2023). Real Estate Virtual Tour Statistics
- 7 Rismedia (2016). Drones for real estate marketing: Are they worth it?
- 8 Stucco (2023). 35 Home Staging & Virtual Staging Statistics
- 9 Vizform (2017). How architectural visualisation improves real estate sales

Market properties **faster**. With **better** visuals.

All visual products:  
[bkbn.com/en/real-estate](https://bkbn.com/en/real-estate)

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