



BACKBONE

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 visual¹

84%

of online communication is visual²

Understanding your target audience

How to do it?

1. Analyze your previous sales and look for trends.
2. Expand your sphere of influence by reaching everyone who encounters your brand 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

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

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

Do-it-yourself (DIY)

Use an app built for property capture. Follow clear guidelines for framing and lighting and route your files through proper post-production. DIY keeps costs affordable but depends on good tech—recent smartphones—and a consistent workflow. Centralized, consistent editing removes slow file transfers and reduces the risk of losing finished assets.

- ✓ No/Low cost
- ✓ Easy to organize
- ✓ Gain visual skills
- ✗ Quality at risk
- ✗ Requires a recent smartphone
- ✗ Limited visual product range

Visual products explained

Photo

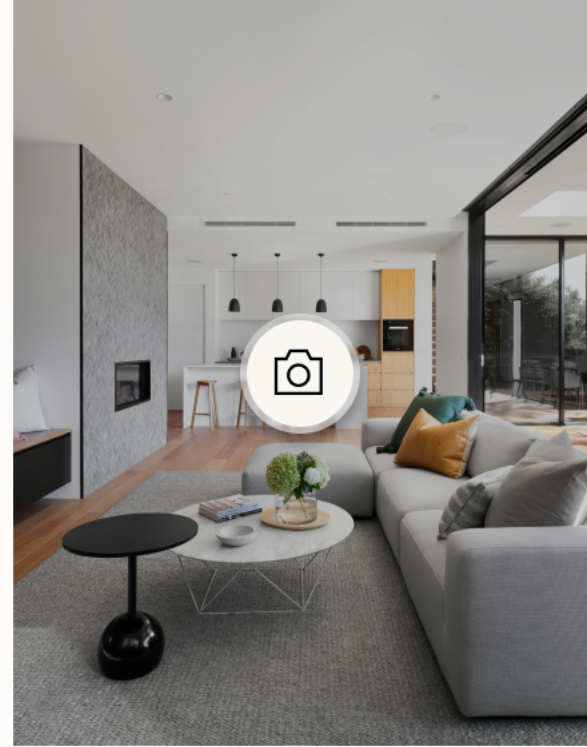
High-quality, well-lit and appealing photos provide prospective buyers with their first glimpse of a property.

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 impression³



Video

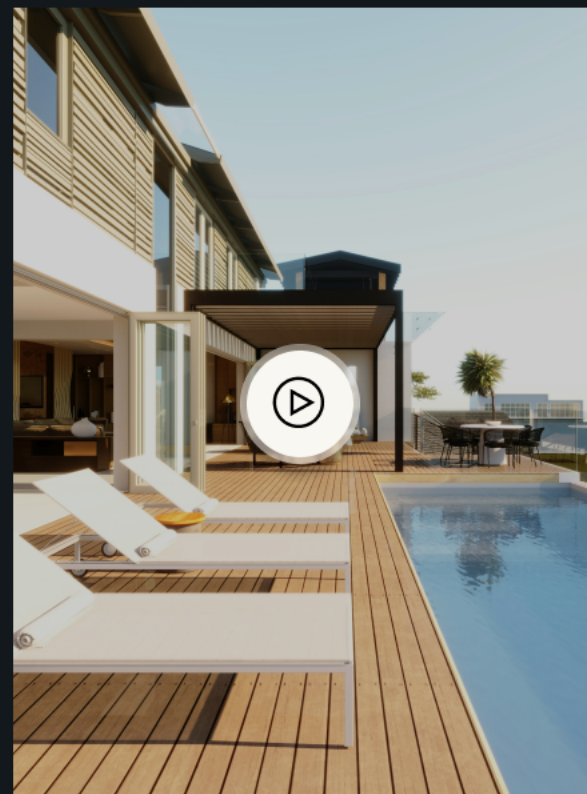
Videos attract more views than photos and generate more engagement. Expect higher conversion rates and more sales.

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 video⁴



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 ad⁵



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 listings⁶



Visual products explained

Drone

Aerial visuals help you read the property in context. They show:

- Proximity to neighboring buildings and amenities, useful when proximity is a key criterion.
- Road layout and access, giving a clearer sense of circulation for drivers.
- Green spaces—private gardens and nearby parks—for a quick assessment of outdoor surroundings.

68% faster sales
with drone photos⁷



Editing

Editing turns your photos into clear, truthful visuals. Straightening verticals, balancing mixed light, and restoring window views help spaces read as they are. AI edits standardize exposure and clarity and perform sky replacement in seconds — so weather is no longer a constraint and you don't have to wait for sun.

For specific needs, manual retouching is straightforward: remove objects, clean reflections, and add or update logos or watermarks. Accurate visuals turn browsers into viewers — and viewers into visits.

32% more views
for listings with high-quality photos⁸



Visual products explained

Virtual Visit

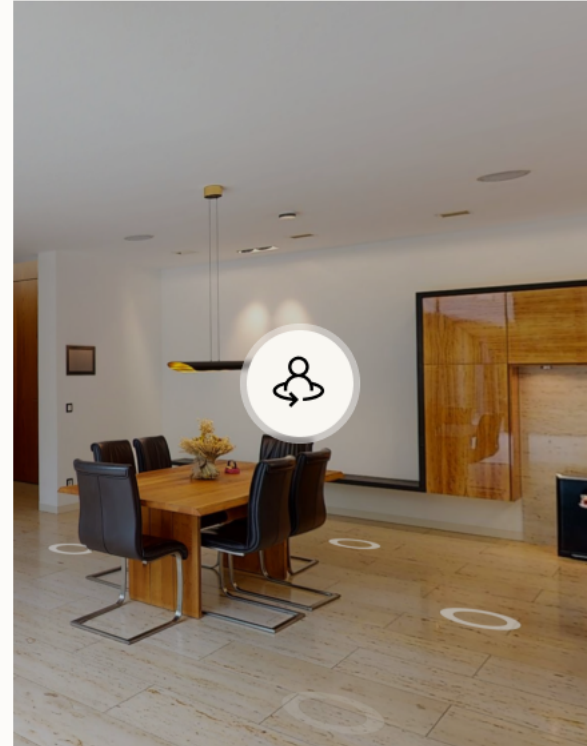
Virtual tours are a game-changer. For 3 out of 4 people, they impact the decision to buy directly.

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 tour⁹



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 projects¹⁰



Services explained

Capture options



On-site Pro

Want it handled for you? A professional runs the shoot on site to your brief and brand. Book a slot—capture, edit, deliver in one flow for consistent results.

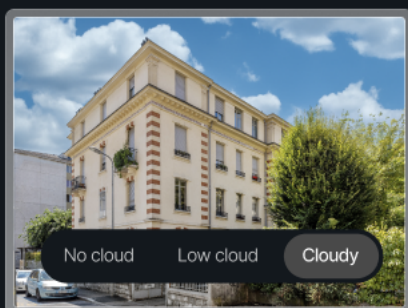


Mobile Capture

Need it live today? The app guides the shot, applies instant enhancements, and syncs to your workspace before you leave the property. Faster launches, fewer bottlenecks, solid plan B when production isn't an option.

AI-Powered Tools

Works with both capture paths.



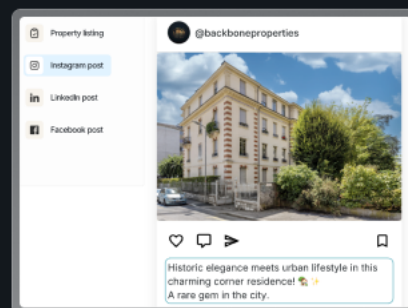
AI editing

Fixes exposure, sharpens detail, straightens lines, and replaces grey skies in seconds. Consistent sets, publish-ready—no retouch queue.



AI staging

Turns empty rooms into furnished spaces or restyles what's dated. Lock what stays, change what doesn't. Natural results that help buyers picture life there.



AI text generation

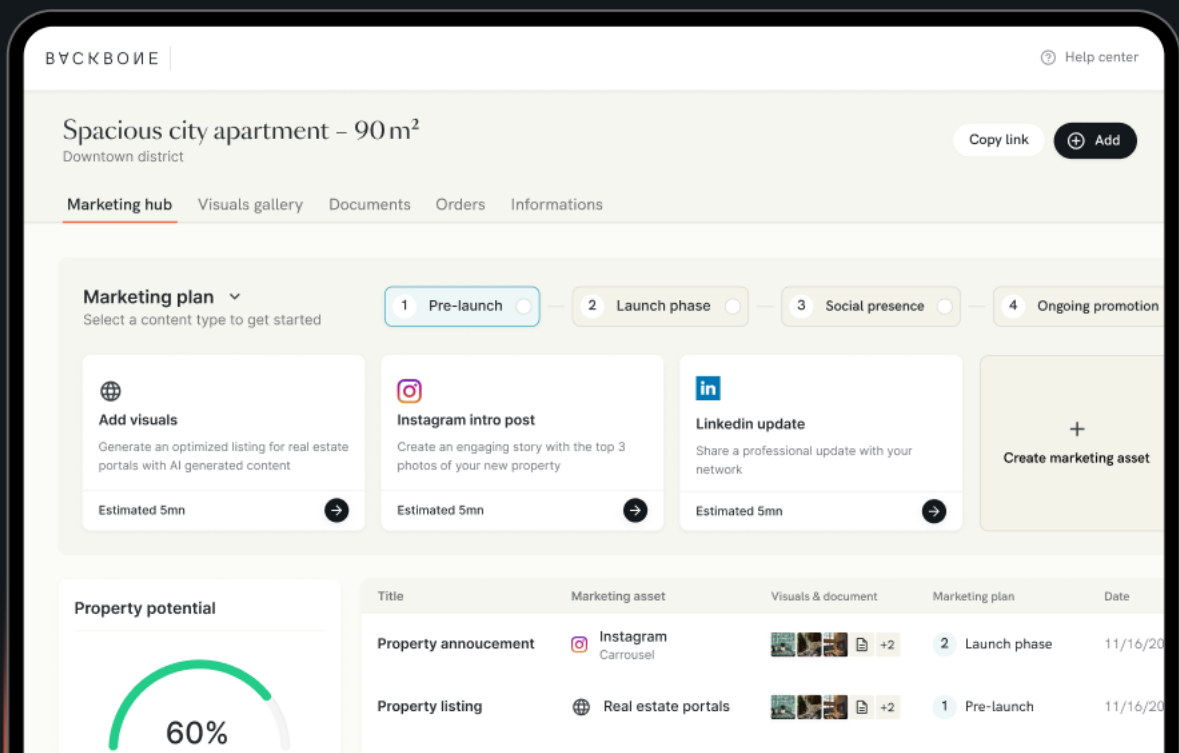
Writes on-brand listing copy for MLS, brochures, and socials—residential or commercial—so teams ship more listings without copywriting fatigue.

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.



Visuals directly impact buying decisions

Create the dream of ownership with better visuals

Buyers see & understand key features & benefits

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

Specialist Partner	High quality, high costs, slow	✓ ✓
DIY	Affordable, device-dependent quality, instant	✓ ✓
Full-Service Provider	1 partner for all visuals, high quality, fast	✓ ✓ ✓

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	Engagement driver
 Drone	Bird's eye view of the property and its surroundings	Unique perspective
 3D Staging	Visualize a property's potential, see future life	Reveal potential
 3D Rendering	Visualize a not-yet existing property, building your pitch	Visualize the future
 Editing	Elevate existing photos with AI or expert retouching	Instant improvement

4. Benefit from

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

Better, faster, real estate sales

Thank you

Market properties with better visuals. **Faster.**



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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 Stuccco (2023). 35 Home Staging & Virtual Staging Statistics | 7 Rismedia (2016). Drones for real estate marketing: Are they worth it? | 8 Redfin, "The Impact of Professional Real Estate Photography." | 9 Webinarcare (2023). Real Estate Virtual Tour Statistics | 10 Vizform (2017). How architectural visualisation improves real estate sales

