

# Trend: THE FUTURE HOME IS VIRTUAL

With 95 percent of home buyers searching for real estate online and over 50 percent actually finding their ideal home there,<sup>18</sup> technology is profoundly changing the way we search for, visualize, review, select and decorate our homes. New tools and services have been developed to improve products that had been created digitally while completely revolutionizing and digitizing products that were previously only available in the tactile/analog world.

## Drafting and Rendering Services Go Real Hollywood

Creating a home rendering is certainly not new. Drawing and painting pictures depicting what a home or building might look like began centuries ago with pencil and paper. For many years, drafters have created traditional blueprints detailing how houses and buildings should be made. More recently these processes have been replaced by rendering and CAD/CAM tools. What's new on the horizon is the migration of hyperreal visualization technology from the advertising and movie making industries to architectural drafting and rendering. High-end service bureaus provide not only photo realistic static renderings, but also animations and interactive AR (Augmented Reality) and VR (Virtual Reality) installations that allow one to physically walk through spaces that previously existed only in the mind of the designer and

architect. The appeal of AR and VR offer far more than gimmick appeal. AR and VR allow potential buyers to physically and emotionally experience a potential space in a far more visceral way than a mere drawing—helping to move the needle in the sales space. That's why exclusive home sellers like Sotheby's are beginning to show luxury homes in VR formats. Another reason is the relative expense of creating the model home or model unit for a multi-unit dwelling. Photorealistic AR and VR can be quite expensive. However, when compared to the six or even seven figures required to build a model unit, these virtual technology prices are relatively modest. And it allows one to change decorating, trim and color choices at the touch of a button.

Goldman Sachs predicts the VR and AR market in Real Estate will reach \$80 billion by 2025, and that by 2020, over 130,000 real estate agents will be using VR to sell property.<sup>19</sup>



real3dspace.com

“This technology will be highly proficient in unlocking the international investment potential within the world's real estate markets. VR/AR will reach buyers on a global basis and create an increase in foreign investments. This is the future of technology and soon buyers will be able to look at properties in New York while they're sitting at dinner in China.”

– Alex Chieng, A & L Real Estate Team<sup>20</sup>

# PLEASE DON'T TRY TO JUMP IN THE POOL.

- Immersive interactive home tours
- Digital site plans and sales office solutions
- Photoreal VR renderings and animations
- Simple, engaging & easy to use!

PREMIUM VIRTUAL MODEL HOMES  
FOCUS360.COM

27721 La Paz Road, Suite B, Laguna Niguel, CA 92677 • (949) 234-0008



## Open Houses / Client Walk-throughs Move Online

In today's fast-moving world, demand has increased for the replacement of physical walkthroughs and open houses with virtual walkthroughs and Facebook Live real estate showings. Property owners no longer need to keep their house pristinely clean for months at a time, nor do they need to pack up the kids to leave every Sunday. Realtors get to spend their time with better qualified prospects that have buying on their mind as opposed to nosy neighbors and Sunday browsers. And buyers can get a better sense of what is available while browsing the web in their jammies at home.

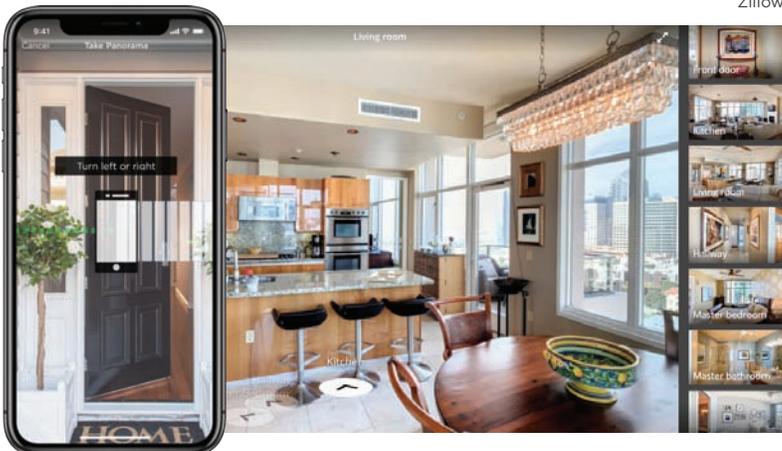
For those interested in purchasing products in multi-unit dwellings, sexy touchscreen presentation products allow potential buyers to tour multiple available units from the comfort of the conference room. Realtors are learning to work together with a cell phone "camera person" to capture the immediacy and trend power of Facebook Live in live-streamed property showings. Zillow takes the DIY walkthrough process even further with their new free 3D Home product which allows you to use the panorama feature on your iPhone to rapidly capture an entire home, from which they will create and build a 3D version of your capture and offer it to prospective buyers with your listing.

## Visual Design Tools go DIY

The increase in cloud technology as well as high speed communications has allowed what was once the proprietary space of render-farm-equipped service bureaus to move to smaller architectural, design and building firms. New DIY 2D and 3D modeling tools enable secure, real-time collaboration among architects regardless of physical location, size of office or internet connection speed. Some of these tools offer white label systems to manufacturers allowing consumers to design their own floors or fences.

Consumer access to high end AR design tools continues to increase. IKEA's new app allows customers to see what that flat pack sofa will look like in front of their wallpaper. Lowe's now offers an android augmented reality app called "View in Your Space" that lets you see what the patio furniture will look like in your backyard. Lowe's has also pioneered "Holorooms" where customers can don VR glasses walk around a virtual room they have decorated or even learn how to use power tools.<sup>21</sup> Aside from allowing customers to have a better idea of what they would like to see in their homes, these apps are further familiarizing consumers with AR and VR and driving both awareness and acceptance of these technologies.

Zillow



"As technology advances, experiencing a property can be achieved in ways other than actually visiting it. It is now a common practice for tenants to commit to a lease for an apartment they have never toured."

– Lee Kiser, Kiser Group<sup>22</sup>