Technology is changing how real estate professionals win and sell more listings. From virtual staging to drone technology, new technology advancements are making a huge impact in real estate. But it does not mean you have to do it all yourself. There are professionals out there that can help you sell more by leveraging today’s hottest high-tech marketing tools. The best way to continue to be a top-performing agent is to stay current with the latest in real estate technology, and partner with a professional firm that specializes in these advanced methods.

Here is your ultimate guide to what’s hot now and what’s coming.

**THE NOW: VIRTUAL STAGING**
According to the National Association of Realtors Study, staged properties sell 72% faster and at a higher price. Unlike traditional staging, virtual staging allows you to stage, paint, declutter, and re-decorate in less time and at a fraction of the cost.

**STAGE**
Tap into our extensive digital library of carefully curated furniture and décor to fill any vacant space.

**PAINT**
Remove wallpaper, change wall color, or add a bright accent wall without picking up a paintbrush.

**DECLUTTER**
Digital removing clutter is the ideal solution for properties that were not quite photo shoot-ready.

**REDECORATE**
Remove or update what’s existing, then redecorate by replacing the furniture and décor.
THE NOW: DRONE TECHNOLOGY

With drone technology, aerial photography and video are two unique solutions to capture the lifestyle a property provides by using drone-mounted cameras to capture high-altitude perspectives of a property.

WHY USE DRONE TECHNOLOGY?
• It showcases a listing’s true size and its surroundings
• Provides a competitive advantage
• It’s an easy and convenient professional service

CAUTION! HIRE A PROFESSIONAL
• Commercial drones cost thousands of dollars
• Without the proper experience and skill level, you will end up with a shaky looking video
• Crashes can cause expensive damage to drones, homes and people

THE FUTURE: VIRTUAL REALITY

Virtual reality is an immersive experience that brings elements to life when a user puts on a headset. In real estate, virtual reality will soon become a valuable high-tech tool for agents, especially when selling a home before it’s even built.*

MORE RESOURCES:

• Captivate your clients with 3D Home Tours, a VR marketing tool that allows buyers to go on a virtual walkthrough without ever being on-site
• Can get homebuyers to engage in a property far before it’s finished or ready to show
• There’s even a possibility that this technology will have A/B capabilities to test different floor plans to see what appeals most to buyers
• VR has the ability to convey space and depth, which you can’t show through video

*Virtual reality is currently not a VHT Studios service.