

# 360 Virtual Tour Stats You Need to Know

Virtual tours keep people on your website 5-10X longer.

Virtual tours get over five million visits a day because they spark interest and are an important component of the decision-making process for customers.

Naturally, people spend 5-10X longer on websites with an embedded virtual tour than those without.

Real estate listings with a virtual home tour get 87% more views.

Virtual tours for real estate have become an imperative part of the real estate marketing funnel. And listings that have a virtual tour typically spark more interest than those that do not have virtual imaging tied to their listings.

Consider customers who may be looking for a home out of state. Real estate virtual tours are a 24/7 open house that does the job of the realtor even when interested clients can't be in person to tour a home.

Two-thirds of people want more virtual tours.

Because virtual tours are popping up on business listings and real estate websites, more and more customers expect them. Accordingly to Google, majority of people want virtual tours today, with 67% of surveyed participants saying they want a virtual tour when looking at a listing.

In today's modern day era of tech-savvy people, the customer experience will always come first. Statistics clearly demonstrate that home buyers invest as much as two thirds on the internet before actually buying or renting a property. The timing in which newspaper ads and brochures were then just enough to market a property is completely obsolete.

Just why have a small reach, if innovative technology such as [360 Virtual Tours](#), Immersive 3D Tours, and Aerial Photography can attract your property listing at front of potential home buyers out of all around the world? Ultimately, 360 Virtual Tours enhance the value of your listings on line existence.

Here Are A Couple of Fun Facts About The Benefits Of 360 Virtual Tours  
Quality and Professional [360 Virtual Tours](#) could mean the drastic difference involving the sale of the home or a Lengthy wait to the real estate market. These first impressions will either provoke a response to research further or to click on the upcoming available home.

The average online attention span is 57 seconds, making it pivotal for real estate agents to include nonetheless photos inside their online listings. These images lay the foundation for the MLS listing, web site listings, [360 Virtual Tours](#), brochures, and the listing presentation itself.

Top-quality Real Estate Photography is required to grab a potential home buyers' attention, increase foot traffic, and improve buyers' expectations with regard to price.

Home Buyers who utilize 360 Virtual Tours as a significant portion of their home-buying practical expertise invested an average of 2 weeks using a real estate agent looking at homes, compared to those that did not work with the internet, who invested an average of 7 weeks searching for their future home. (2008 RIS Media)

A real estate listing having a [360 Virtual Tour](#) may receive 50 percent more perspectives than a competitor's site without a 360 Virtual Tour.

54% of home buyers, that are searching for their next home on Realtor.com, will look over real estate listings that do not give either a 360 Virtual Tour or quality Real Estate Photography.

The median income of Online searchers is higher, at \$86,900, compared to \$50,400 among those that didn't make use of the net to search for a home. Meaning, higher conclusion properties market quicker.

A captivating use of [360 Virtual Tour](#) technology will keep visitors on your website, and will also maintain them coming back again.

### Motivate Potential Home Buyers

The Internet is a portal and an prospect for one to market into the broadest audience potential. Using [360 Virtual Tours](#) will attract more specific visitors to your website, increase your range of returning visitors and best of all; it will get folks talking about you personally whenever they are still offline. Motivating your potential home buyers with an interactive 360 Virtual Tour experience works!

More than [50%](#) of adults have taken a virtual tour  
[67%](#) of home buyers said they want a virtual tour when looking at a listing

[50%](#) of buyers preferred virtual tours over photography alone when searching for homes for sale. Real estate listings with a virtual home tour get [87%](#) more views. Potential buyers spend [5-10](#) times longer on websites with a virtual tour than those without

Buyers are more likely to schedule an in-person showing after seeing a virtual tour: [54%](#) of buyers won't even consider seeing a house if it doesn't include a virtual tour. Home buyers have [48%](#) more interest in homes featuring virtual tours than those using only photos and video

Buyers aged 18 to 34, a key demographic, are [130%](#) more likely to book a showing if there is a virtual tour

Homes sold with virtual tours sold for [9%](#) more on average than those homes without one

Listings with virtual tours closed [31%](#) quicker than those not featuring a tour

A recent [nationwide survey](#) found that nearly 50% of potential buyers would make an offer on a home based solely on a virtual tour. [90%](#) of prospective buyers said they would more likely buy a property if the listing included a virtual tour

[25%](#) of home sellers prefer to work with a real estate agent that uses virtual tours for marketing their houses

Statistics show, there are many benefits and conveniences to real estate virtual tours, including the following:

- Virtual tours allow agents to reach a larger pool of potential buyers
- Targeted buyers have 24-7 access to the property without pressure to view the property quickly
- Real estate virtual tours allow sales agents to create a compelling narrative about a listing and highlight the property's selling points
- And sellers love virtual tours, too, because they reduce the disruption of in-person showings

Let's look more closely at how you can leverage the real estate sales power of virtual tours in the following 3 ways:

#### 1. Use Virtual Tours for an Immersive Experience

While real estate photos remain an essential aspect of online sales, images alone can't convey a fully immersive experience as can a virtual tour.

For example, consider the following strengths of virtual tours:

- They show the layout and flow of a home or apartment
- Buyers can see any room from any angle and vantage point
- It helps buyers feel like they are actually in the home

Virtual tours allow for a rich online experience, which is hard to do with photos alone.

#### Increase Property Access With Virtual Tours

A virtual tour allows anyone, anywhere, to see a home anytime, day or night. For example, consider these advantages:

- Virtual tours provide the flexibility to see the house without the concerns of work schedules, family commitments, or other showings
- The weather doesn't interfere with a real estate virtual tour
- With a virtual tour, buyers can go at a leisurely pace, taking their time looking over every detail
- Statistics show that [virtual real estate tours](#) dramatically increase access to any listing.

#### Use Virtual Tours to Reach More Buyers

Reaching a broader, more extensive set of potential buyers is a significant advantage for any real estate sale. Again, virtual tour statistics confirm the following:

- Buyers at a distance now have access to listings they usually wouldn't have
- Virtual tours make it easy for buyers with limited mobility or health issues to see any property
- A virtual home tour allows potential home buyers to see a listing when it works best for them and their schedule, meaning you'll reach even the busiest of buyers

Remember, increased access and greater exposure to the market usually result in a quicker sale for a higher price.

## 9 Virtual Tour Statistics You Need to Know by Kyna Garrett, on Feb 8, 2019 9:00:00 AM

1. Return on investment for virtual imaging is estimated at less than four weeks. Unlike other content initiatives that can take months to prove ROI, businesses that utilize virtual tours see results much quicker. Virtual tours follow all the guidelines for the perfect digital content: they're unique to your brand, interactive and compelling.
2. **Virtual tours keep people on your website 5-10X longer. Virtual tours get over five million visits a day because they spark interest and are an important component of the decision-making process for customers. Naturally, people spend 5-10X longer on websites with an embedded virtual tour than those without.**
3. **Real estate listings with a virtual home tour get 87% more views. Virtual tours for real estate have become an imperative part of the real estate marketing funnel. And listings that have a virtual tour typically spark more interest than those that do not have virtual imaging tied to their listings. 2/3 Consider customers who may be looking for a home out of state. Real estate virtual tours are a 24/7 open house that does the job of the realtor even when interested clients can't be in person to tour a home.**
4. **Two-thirds of people want more virtual tours. Because virtual tours are popping up on business listings and real estate websites, more and more customers expect them. Accordingly to Google, a majority of people want virtual tours today, with 67% of surveyed participants saying they want a virtual tour when looking at a listing.**
5. Virtual tours help double interest in a business listing. Complete Google listings increase engagement, brand reputation and trust. So naturally, Google business with a virtual tour see 2X more interest.
6. **Among 18-34 year olds, prospects are 130% more likely to book based on a virtual tour. With the generation shift, millennials are more likely to book a venue, hotel or use a service if the business has a virtual tour.**
7. Google favors virtual images with a 2:1 preference for thumbnail display on Google. In our own multifamily case study, we have found that Google favors virtual imaging over flat digital photography, with a 2:1 ratio preference of thumbnail display. In other words, when a business has a virtual tour tied to their Google My Business listing, Google will display those 360 thumbnails over traditional photography.
8. Google virtual tours influence a 16% growth in Google Search and Maps appearances. In that same study, we discovered that Google virtual tours have an influence on how strong that listing is and how often it appears in organic search on Google and on Maps.
9. There is a 12% increase in engagement with Map listings that have a Google virtual tour. 7/1/2020 9 Virtual Tour Statistics You Need to Know <https://www.lcp360.com/blog/virtual-tours-statistics> 3/3 As you might imagine, we also found that businesses with a Google virtual tour see higher engagement with their business listing, leading to more conversions and exposure. Making These Virtual Tour Stats Work For You With facts and figures like these, it's not secret anymore that virtual tours have significant impact a business and its online presence. As more businesses adopt virtual tours and other PropTech into their digital marketing mix, **it's imperative to cut through that competition with unique digital content that makes your company stand out from the rest.**

The **National Association of Realtors** is another group who has a vested interest in determining if virtual tours are helping or hurting their member's businesses. Their **annual reports** are always great sources of research into the subject. Some **recent findings** include:

- **More than half of U.S. adults who use the internet have taken a virtual tour**
- **54% of buyers will not look at a property unless it has virtual images**
- **50% Found virtual tours very useful in making their decision. This finding backs up an additional finding from a Realtor.com study, that found listings with a virtual tour get 87% more views than those without virtual tours. In addition, Property Week found that virtual tours reduce the number of wasted viewings by 40% which means they are responsible for increasing the likelihood of visitors closing a sale while navigating on a given website. Lastly, Planet Home's 'Trend Study' concluded that 75% of potential customers and visitors consider a virtual tour to be a major decision-making tool before proceeding to a purchase. It's clear that virtual tours are becoming a vital part of marketing both businesses and homes.**



# Professional Photography & Virtual Tour Benefits

Statistically speaking, listings with professional photographs:

- HOMES SELL FASTER – listings with professional photographs sell 32% faster
- HOMES SELL FOR MORE MONEY – homes between \$200K & \$1M that include professional photographs sell for \$3,000 to \$11,000 more
- AGENTS OFFERING PRO PHOTOGRAPHY WIN MORE LISTINGS – a recent study by Redfin showed that homes with professional photos get 61% more views. Today's seller prefers agents who provide them with professional photography services.

**84% of home buyers begin their search for a home on the Internet and listings with virtual tours receive 50% more views.**

## How A Virtual Tour Benefits Your Marketing Program:

- As the familiar adage claims, a picture is worth a thousand words. However in the real estate world, a picture is worth much more than words. Quality photographs, HD video and top level virtual tours could mean the difference between the sale of your home or a long wait on the market. These first impressions will either trigger a response to explore further or to click on the next home.
- Approximately 89 percent of the home buyers who searched for a home online found photos to be among the most useful features of REALTOR® websites, according to the 2017 NAR Profile of Home Buyers & Sellers. It should be fairly evident that digital photography and virtual tours help REALTORS® to serve their clients like never before. **Professional quality, digital images can highlight a listing's attributes and the convenience of a virtual tour can be a huge advantage.** The NAR profile revealed: **43 percent of REALTOR® websites feature virtual tours.**  
**82 percent of homebuyers find virtual tours to be very or somewhat useful.**

**84% of home buyers are using the internet to find their next home with over 1 in 3 finding the home they purchased online.**

- Do Your Listing Photos Drive Traffic In or Away? Consumers have shorter attention spans these days, making it crucial for real estate agents to include photos in their online listings. These photos lay the foundation for the MLS listing, website listings, slideshows and virtual tours, brochures, and the listing presentation. Top-quality photos are needed to grab buyers' attention, increase foot traffic, and boost buyers' expectations with regard to price.
- Home Buyers who used virtual tours as a significant portion of their home-buying experience spent an average of two weeks with a Realtor® looking at homes, compared to those who did not use the internet, who spent an average of seven weeks looking for their home. (2008 RIS Media)
- On a typical day, more than six million people view virtual tour.

- A real estate listing with a virtual tour will receive 50% more views than a competitor's site without a virtual tour.
- According to the NAR home buyer and seller profile, the Internet has tied with the agent for most important information sources used in the home search (84%).
- 79% of repeat buyers & 84% of first time buyers use the internet to search for a home.
- Images are one of the biggest reasons Internet marketing has become so popular.
- 54% of home buyers, who are searching for their next home on Realtor.com, will skip over listings that do not provide virtual tours and multiple images.
- Home Buyers who used the internet as a significant portion of their homebuying experience spent an average of two weeks with a Realtor® looking at homes, compared to those who did not use the internet, who spent an average of seven weeks looking for their home.
- After gathering information online, nearly three-quarters of home buyers reported that they drove by specific properties, and 57% walked through a property viewed online.
- The median income of Internet searchers is much higher, at \$86,900, compared with \$50,400 among those who did not use the internet to search for a home. Meaning, higher end properties sell faster online.
- 96.2% of travelers use the Internet as a source of information when planning a trip.
- 84% of all buyers and 87% of first time buyers use the internet as an information resource during their search for a home. In the 25-44 age group this number jumped to 91% of all home buyers.
- Home buyers use the internet slightly more frequently (66%) than real estate agents (64%) and much more frequently than newspapers (17%), home magazines (10%) or television (2%).
- Only 1% of homebuyers did not find the internet useful and 100% of those that use a real estate agent take two weeks to search on their own before contacting their real estate agent. 64% of all home buyers used the FIRST agent they contacted.
- 33% of all buyers are now using social networking sites with 19% using them at least a few times per week.
- 80% of internet shoppers say images are imperative when deciding to buy or use a company's product or services.
- **A compelling use of virtual tour technology will keep visitors on your site, and will also keep them coming back.**
- In cyberspace, a site with a virtual tour and interactive media will receive 38% more views than a competitor's site that is lacking media. (Pew Internet Life Study)
- 80% of consumers search for information online. That means at least 60% of your marketing dollars should be spent optimizing your company online.
- The daily cost for print advertising varies from \$66-\$150 per day and has a shelf life of about 30 days. Print advertising has a limited market penetration based on your distribution and does not allow the consumer to interact or engage with your product. The cost of an online interactive virtual tour is about 27 CENTS per day and has a shelf life of 365 days with WORLDWIDE penetration. The cost to interact with your client is MUCH less when you use online interactive media.