



AR/VR/MR

in

Real Estate Industry





What is
AR/VR/XR
in Real Estate?

Augmented Reality (AR) in Real Estate

can be used to enhance the property viewing experience for potential buyers. It can be used to create virtual tours of properties, allowing buyers to see a property using real-world settings and 3D models. Additionally, AR can also be used to visualize furniture and decor in a property, helping buyers to better understand the layout and potential of a space. In recent years, many real estate companies have been using AR to create virtual tours of properties and show them to potential buyers via:

Mobile apps

&

AR glasses



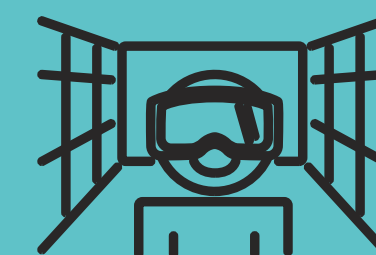


Virtual Reality (VR) in Real Estate

is similar to AR, but it creates a fully immersive experience for the user. AR uses a real-world setting while VR is completely virtual. It can be used to create virtual tours of properties that allow potential buyers to feel as if they are physically inside of the property, even when they are not. AR users can control their presence in the real world; VR users are controlled by the system. VR can also be used to create virtual walkthroughs of properties, allowing buyers to explore a property and its layout. Additionally, VR can also be used to create virtual simulations of properties that are still under construction, allowing buyers to get an idea of what the finished product will look like. In recent years, many real estate companies have been using VR to create virtual tours and simulations of properties and show them to potential buyers via: VR headsets or mobile apps.

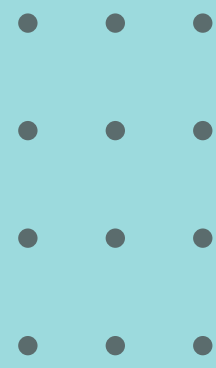
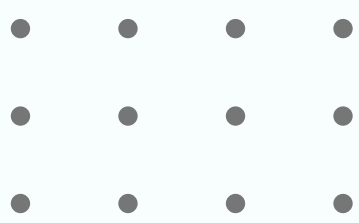
Mixed Reality (MR) in Real Estate

is a technology that combines elements of both virtual reality (VR) and augmented reality (AR) to create a more immersive and interactive experience for the user. With MR, virtual objects can be seamlessly integrated and changed into the real world, allowing potential buyers to see how a property would look with furniture, decor, and other elements in place. This can be particularly useful for visualizing the layout and potential of a space. Some real estate companies have been using MR technology to create virtual tours and simulations of properties and show them to potential buyers via MR headsets, mobile apps, or web browsers.





Now the time to make an **investment**



What challenges might agents face:



Competition

The real estate industry is highly competitive, with many companies vying for the same clients and properties. This can make it difficult for companies to stand out and attract new business.



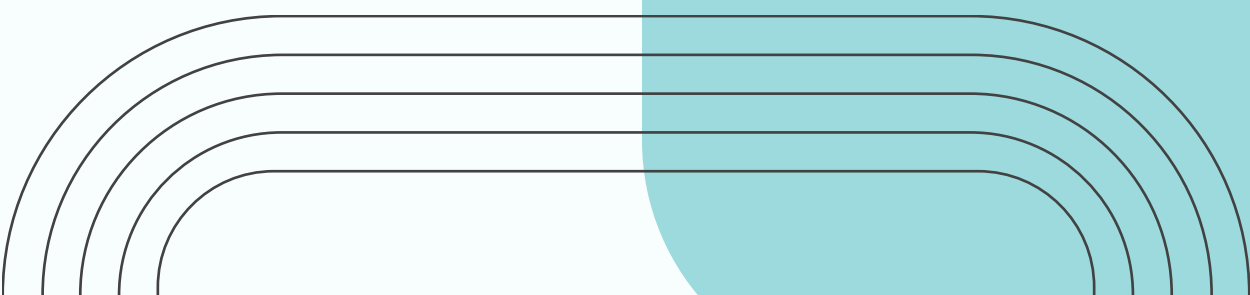
Lead generation

: Finding new clients can be a major challenge for real estate companies, as they need to continually bring in new business in order to survive.



Difficulty coordinating schedules

Clients and agents may have difficulty coordinating schedules for things like property showing, inspections and closing.



What challenges might agents face:



Marketing cost

Agents may have difficulty covering the cost of marketing a property, such as advertising, open houses which can be costly.

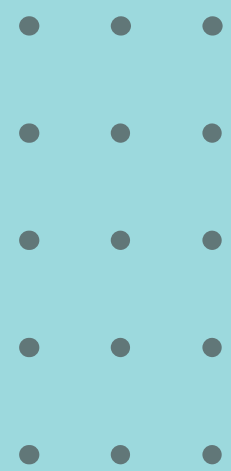
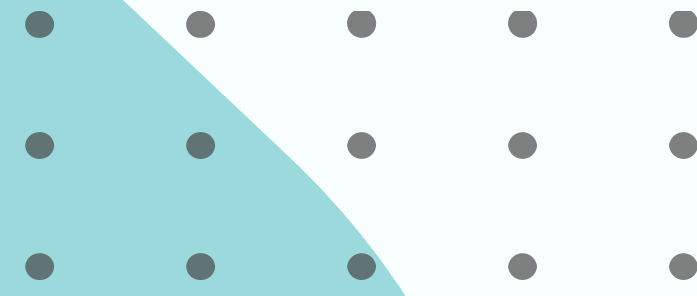


Time-cost trade-off

Real estate agents may need to spend a lot of time to close a deal and this may cut into their income.



Why should Real Estate companies use AR/VR/MR



Increased reach

By using AR, VR and MR real estate companies can showcase properties to a wider audience, regardless of geographical location. This can help to attract buyers or renters from a larger area, increasing the chances of a successful transaction.



Improved customer engagement

AR, VR and MR technologies can enhance the customer experience by allowing potential buyers or renters to visualize a property in a more immersive and realistic way. This can help to generate greater interest and engagement in a property, leading to more successful transactions.



Increased efficiency

Using AR, VR and MR can save time and reduce costs for both agents and clients by allowing for virtual tours, property walkthroughs, and consultations without the need for in-person visits.



Increased convenience

Clients can access the virtual tours and walkthroughs anytime and anywhere, without having to schedule an appointment or be physically present at the property, which can make the buying or renting process more convenient.



Stand out from competition

As more companies adopt this technology, it can help the company to stand out and differentiate themselves from their competition. By providing clients an improved experience and greater convenience, they can make their company the go-to choice for those seeking a property.



Better property visualization

AR/VR/MR can allow clients to visualize the property in different lighting conditions and during different times of day. This can allow them to get a better sense of how the property will look in real life and make more informed decisions.



**Why should
Real Estate companies
use AR/VR/MR**

Why should Real Estate use AR/VR/MR



Closing costs

with virtual tours, walkthroughs and floor plans, companies can minimize the need for physical visits and paperwork, which can lead to a reduction in closing cost.

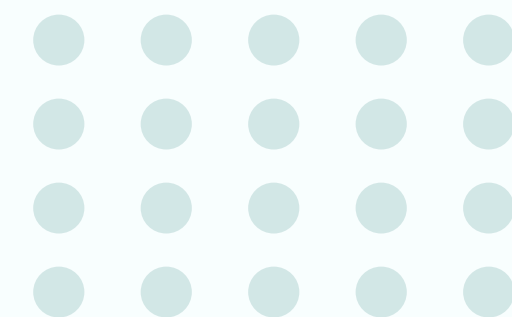


Long term investment

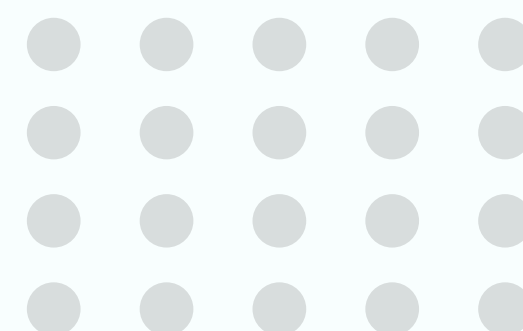
AR/VR/MR tools might seem pricey, but in the long term it might not only reduce costs, but also help companies gain profit. Some real estate companies may sell virtual tours or walkthroughs as standalone service, others may include them as part of their overall package of real estate services.

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What steps can
Real Estate companies
skip with **AR/VR/MR**



01

PHISICAL PROPERTY VIEWING

With virtual tours, potential buyers can explore a property without the need for a physical viewing. This can save time for both the company and the buyer and eliminates the need for scheduling viewings and coordinating transporta

STAGING

With AR, VR and MR technology, company can create virtual representations of a property that are already furnished and decorated. This eliminates the need for staging a property, which can be costly and time-consuming.

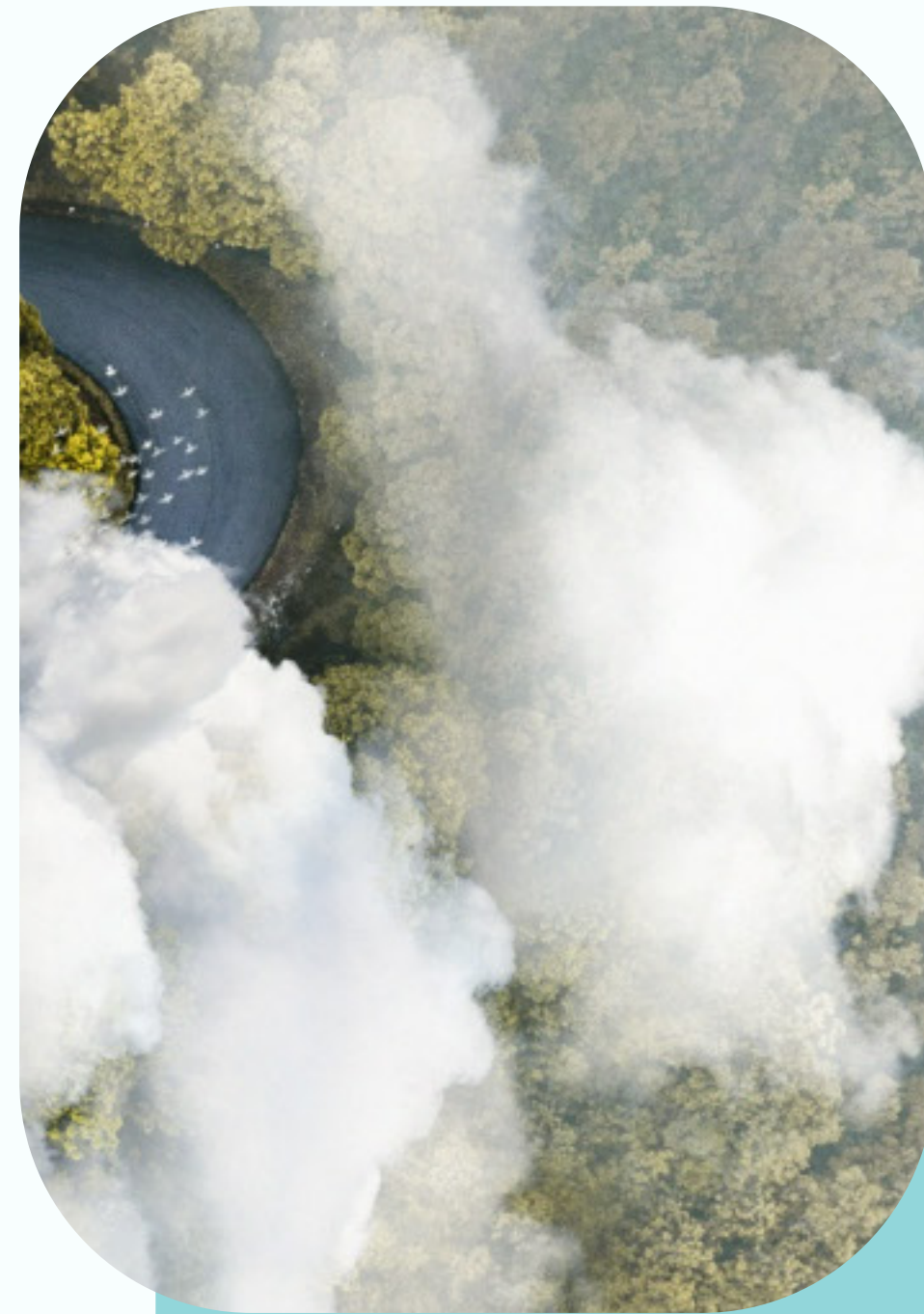
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FLOOR PLAN CREATION

With AR, VR and MR technology, companies can create virtual floor plans of a property, eliminating the need for physical floor plan creation. This can save time and resources for companies.





04

TRAVEL EXPENSES

With virtual tours and walkthroughs, potential buyers can explore properties anywhere, eliminating the need for travel expenses and time.

PROPERTY PHOTOGRAPHY

With virtual tours and walkthroughs, companies can create detailed visual representation of property, eliminating the need for professional photography.

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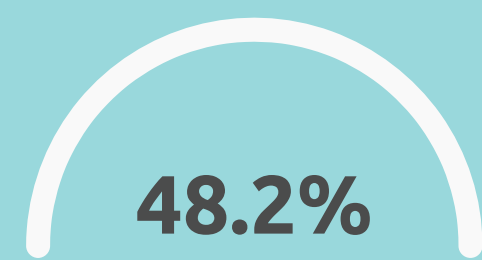
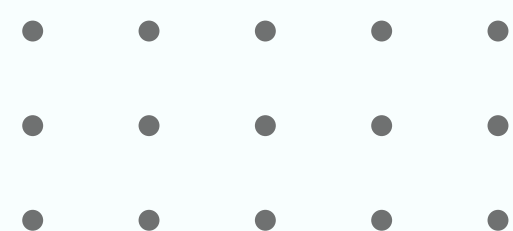
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SHOWING MULTIPLE PROPERTIES

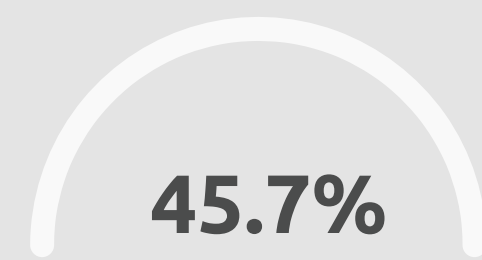
With virtual tours, walkthroughs and floor plans, buyers can see multiple properties any time from the comfort of their own homes, eliminating the need for agents to show multiple properties in person.



Future growth prospect of **AR/VR/MR** in Real Estate



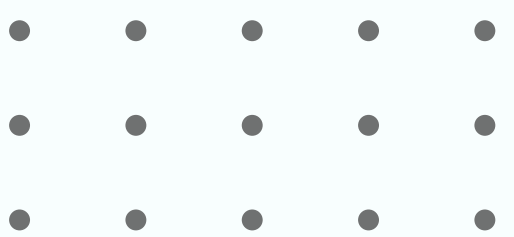
According to a report by MarketsandMarkets, the global AR, VR and MR in real estate market size is expected to grow from USD 1.3 billion in 2020 to USD 8.3 billion by 2025, at a compound annual growth rate (CAGR) of 48.2% during the forecast period.



According to another report by ResearchAndMarkets, the global AR, VR and MR in real estate market size is expected to grow at a compound annual growth rate (CAGR) of 45.7% during the forecast period from 2020 to 2025, reaching a market size of \$11.16 billion by 2025.

These studies and reports suggest that the use of AR, VR and MR technology in the real estate industry is expected to grow significantly in the coming years. It has become more important than ever for real estate agents to be able to provide virtual tours, walkthroughs and floor plans to potential buyers and renters.

It's worth noting that these predictions are based on the current state of the industry and are subject to change based on a variety of factors such as advancements in technology, economic conditions, and changes in consumer behavior.





CONCLUSION

In conclusion, **AR/VR/MR** technology is becoming increasingly popular in the real estate industry as a way to enhance the property viewing experience for potential buyers and renters. These technologies allow potential buyers to explore properties in a more immersive and interactive way and can help real estate companies to streamline the buying and selling process.

The use of AR, VR and MR tools in the real estate industry is expected to continue to grow in the future, with projections of significant market growth in the next 5 years. However, it's important to note that these technologies are not a replacement for face-to-face interaction and physical visits. As technology and the industry continue to evolve, it's important for real estate companies to stay informed and adapt to new trends and ways of doing business.



Arttteo Talk to us

"Are you ready to take your real estate business to the next level? Look no further than AR, VR, and MR technology!"

At **Arttteo** we understand the importance of staying ahead of the curve in the ever-evolving world of real estate. That's why we are excited to offer our clients the opportunity to experience the latest in AR, VR, and MR technology.

Don't let your competition get ahead of you. Book a call with us today to learn more about how AR, VR, and MR technology can benefit your business and give your clients the ultimate viewing experience.

[Book a Free Consultaion Now](#)

