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**3D VIRTUAL TOURS**

Coast Real Estate Professionals  
offer 3D models and virtual tours



Coast Real Estate Professionals in Manzanita recently started offering 3D models and of all its house listings.

"We're the only real estate agency on the coast who has this technology," said broker Adam Schwend.

The 3D models are offered through Matterport, a company specializing in fully-immersive media technology that allows users to easily create, modify, navigate and build on digital representations of real places.

The 3D models allow potential buyers to do a virtual walk-through of the house without leaving their computer screen. Viewers can experience the layout and flow of the house, which can be difficult to discern just from pictures, Schwend said.

"With photography, we can brighten rooms and make things seem larger or more open than they actually are," he explained. "With these virtual tours, you can't hide anything. Potential buyers are seeing the house exactly as it is."

With just a few clicks, viewers can navigate through the house at their own pace, offering a more private viewing.

"It's exciting to a buyer to get to walk through a property without actually stepping foot in it," Schwend said. "And since so many of our home buyers on the Oregon Coast come from out of the area, it can either save them a trip that would have otherwise been wasted looking at the wrong house, or help them find the one

that's just perfect for them."

It's also more convenient for home sellers. "You don't get people walking through your house who aren't really serious about buying it," Schwend said. "Especially if you're still living in your home, it can be a real imposition leaving so that an agent can show your house, only to find out it wasn't what the buyer had in mind. We're eliminating that problem with this technology and selling more houses quickly."

In fact, Schwend said one of his recent listings sold after being on the market only one week.

"Matterport helps real estate agencies like Coast Real Estate Professionals differentiate themselves by offering better marketing for their sellers," said Bill Brown, CEO of Matterport. "With Matterport, Coast Real Estate lets prospective buyers experience properties from anywhere, at any time. As a result, Coast Real Estate widens the net of people who view a property, builds buzz about that property, and even attracts more motivated, qualified home buyers by providing an always-open house that's always show-ready."

"It gives every home listed with us a personal touch," Schwend added. "You feel like you're inside the house without ever actually being there."

To learn more, or to list your house with Coast Real Estate Professionals, contact them at 503-842-0101.

