



### **CASE STUDY: Adams, Cameron & Co. Realty**

Agents at the seven offices of Adams, Cameron & Co. Realty in Florida know pictures sell property. But various virtual tour software packages didn't fit the bill. "We let agents choose what service they want. Some were using an inexpensive program that didn't make a virtual tour, but merely put motion into still pictures," general manager John Adams recalls. "Others were using another that was expensive, complicated, and difficult to use."

Then Previsite presented its virtual tour solution – one as affordable and functional as it is user-friendly – to the company. Three months later, 55 agents and counting have signed on. "When you consider that we hadn't even heard of Previsite until recently and that the bulk of our agents were already using a number of other systems, it's pretty amazing penetration," says Adams. "People gravitate toward Previsite, because it offers so much more than any competitor in terms of features, functionality, and pricing."

Previsite's unlimited virtual tour package is a two-part deal. The seven-megapixel digital camera kit comes equipped with a miniature magnetic fisheye lens that captures a 180-degree view of a room. Agents can take clear and comprehensive pictures of any property, showcasing its top to bottom features and amenities. The automatically uploading online software then uses these photographs to assemble a professional virtual tour in a matter of minutes.

Previsite eases the real estate process for agents, because it's so easy to use. Should agents have any trouble using Previsite, the customer service team is happy to handle questions and concerns. "I've seen people use the camera right out of the box with no problems, and I've also heard good things about the supportive call center," Adams reports.

This week at Adams, Cameron & Co., some out-of-town house hunters wanted to revisit a home they'd toured, without making a car trip. An agent using Previsite quickly drove to the property, took some pictures, and created a virtual tour. An offer was made the same day. "The virtual tour met the customers' needs, because they wanted to see the house again," Adams explains. "It also effectively represented the house. The home wasn't even that agent's listing, but the tour made the sale."

With Previsite, pictures equal thousands of words, one of which is "Sold."