



CASE STUDY: Adina Equities

“I never did virtual tours of my properties,” says Adina Azarian, Founder and President of Adina Equities. “Hiring professional photographers who charge from \$80-\$200 per tour wasn’t cost-effective or efficient.”

Since subscribing to Previsite’s unlimited virtual tour package, each listing at Adina Equities comes with a 180-degree view of the space. If single pictures are worth a thousand words, a seamless tour nets even more.

“Clients know the space before they ever set foot in it, and they appreciate being able to see for themselves what’s being offered. Properties garner serious interest immediately,” Azarian adds. This facilitates the apartment hunting process for out-of-towners and busy city dwellers. It also saves time for brokers, as customers have the autonomy to check out a space before making an appointment. “The owners and landlords I work for are thrilled with how many leads the virtual tours generate. Previsite gives my business more credibility and my customers a better experience – it’s a small investment with huge returns.”

For \$200, Previsite’s starter kit includes a seven-megapixel digital camera, miniature magnetic fisheye lens, and a convenient carrying case. This amount would typically cover just a camera, one unequipped with a lens sufficient enough to produce clear, undistorted images. “The quality of photos is unrivaled and just incredible,” Azarian says. “No one in my office is a professional photographer, but the agents argue over whose turn it is to use the camera. It’s become one of our most important marketing tools.”

Previsite, unlike traditional technology, enables virtual tour uploading and hosting that’s instant, inexpensive, and high quality. Real estate agents can easily photograph rooms of all sizes using the fisheye lens. Once hooked up to the computer, the software simply processes the captured images to create a professional tour ready for viewing in minutes. The result is high-end presentation without any manipulation.