



CASE STUDY: Coldwell Banker St. George

The RandsLands Group at Coldwell Banker in St. George, Utah pledged to provide virtual tours for every listing in 2004. “We have an obligation to our clients,” says Rand McCullough, one of seven owners of Coldwell Banker, “to represent properties to the best of our ability.”

Fulfilling this goal had not been easy. Virtual tours for the company website cost agents both time and money. “Professional photographers are expensive, of course, but even when we did the work ourselves it took too much time,” explains McCullough. “Our properties are homes, so we needed photos of each room. Then getting good, clear photos could take anywhere from 20 minutes to an hour. Building a tour afterward required one to three hours.”

Since subscribing to Previsite’s unlimited virtual tour package, The Randsland Group delivers on their promise with time – and money – to spare. The process of assembling a virtual tour has been reduced to 15 minutes. The seven-megapixel digital camera comes equipped with a miniature magnetic fisheye lens that captures a 180-degree of a room, so agents can take good pictures the first time.

“For so little time commitment, Previsite allows agents to create a great professional tour,” McCullough says. “The service is ideal, because it’s so easy to use. Our agents required little training to feel comfortable with the camera and software. Six of them bought their own cameras, even though Coldwell Banker provides them at no expense. They make good personal and professional cameras.”

In addition to the overall quality of the product, The Randsland Group praises Previsite’s superior customer service. “The product is overall very easy to use, but when we had questions or technical difficulties with the software, we called and got assistance immediately,” McCullough recalls.

Previsite manages customer concerns and needs as efficiently as its users manage their time.