



CASE STUDY: Coldwell Banker First Realtors Walla Walla

Coldwell Banker First Realtors, Walla Walla's largest real estate company, keeps its eyes on the competition. While most rival brokerages merely offer slideshows of listings, the company had long utilized virtual tours. But staying ahead of the pack proved difficult – virtual tour software was inefficient and ineffective. "I manage our website, and each tour took about 45 minutes to create," recalls Jenn Rubin, Administrative Assistant at Coldwell Banker First Realtors. "With our previous software, I had to stitch every picture together myself, and the pictures were often distorted and limited in how much space they showed."

Previsite, aware of its own competition, presented a solution. Unlike other services, Previsite's unlimited virtual tour package allows real estate professionals to instantly assemble a high-quality professional tour. The seven-megapixel digital camera kit, complete with a miniature magnetic 180-degree fisheye lens, ensures that pictures are clear and capture entire rooms.

Coldwell Banker First Realtors and its clients couldn't be happier with the results. "Our listings look so much nicer with Previsite," Rubin explains. "Clients can get a real feel for listings, because they can clearly see the layout and amenities, from wooden floors to a vaulted ceiling. When they first contact an agent, clients are already very knowledgeable and interested in properties. It makes the process better for everyone."

Most agents are jumping at the chance to use Previsite, and even the less technologically inclined among them find it user-friendly. "The entire system is very easy for our agents to use," Rubin says. "There's no stitching required, and you don't need to be an expert to take a good comprehensive photo with the camera. If there are questions, though, Previsite is ready to help. Since we started using it, we've been called a number of times to see if we had any questions or concerns."

Now agents aspire to create a Previsite virtual tour for every listing, further outperforming rival companies and setting a precedent for real estate best practices. "The virtual tour package is one of the best values I've seen and works in the best interest of sellers, buyers, and agents," Rubin shares.

Previsite enables companies to stay ahead of the competition, because it's ahead of its own.