



CASE STUDY: Century 21 Golden Realty

Century 21 Golden Realty in Pasadena is committed to providing superior customer service to clients, no matter how humble or Hollywood their budget. Previsite's virtual tour technology allows realtors to give every property the star treatment at an affordable rate.

"Every listing I have gets a virtual tour," says Aida Dimejian, realtor and owner of Century 21 Golden Realty. "Whether something might be considered low-end or high-end doesn't matter to me. What's important to me is servicing my clients, not the market value of the home or condo."

Before switching to Previsite, Dimejian and her brokers used competing services that were neither user-friendly nor high-quality. "The process was time-consuming," she recalls. "I had to take the pictures, which didn't capture the details of the properties enough, and then patch them together myself. In the end, it just didn't look professional enough."

Previsite's virtual tour package ensures a seamless virtual tour in minutes. The seven-megapixel digital camera, equipped with a 180-degree magnetic fisheye lens, clearly captures rooms of all sizes. Then the web-based computer software instantly uploads pictures into a virtual tour that can showcase every amenity from floor to ceiling.

Dimejian now spends about 10 minutes on each virtual tour. She believes that Previsite's virtual tours save time for realtors and clients alike. "Most consumers go online before they even contact agents," Dimejian explains. "The more visuals they have, the better informed they are and the better customer service a realtor can provide. I don't see why anybody wouldn't use Previsite. Properties get more exposure, perhaps getting sold quicker. It makes everyone's life easier."

Previsite offers an indispensable service that allows realtors to do the same – that's a Golden standard.