



CASE STUDY: Coldwell Banker Wallace & Wallace

Jim Ford of Coldwell Banker Wallace & Wallace in Knoxville, Tennessee, has seen a lot of innovation in his 34 years of real estate experience. Determined to stay ahead of the curve, the broker experimented with professionally photographed virtual tours. "I realized the market was changing, and I needed to change with it," Ford recalls. But relying on professionals was expensive, inconvenient, and inefficient.

With the Previsite virtual tour package, he found a way to move forward. Ford now creates a virtual tour for every listing, impressing buyers and sellers alike. "Virtual tours really distinguish me as an agent from my competition," he explains. "I'll go to a listings presentation and show sellers what I can do for them, and they're blown away." Ford snaps the pictures himself at each listing and then quickly uploads them into a seamless virtual tour with Previsite's web-based software.

Of course, buyers also benefit from more efficiency and transparency. Previsite virtual tours can be experienced any time, and are the next best thing to being at the property. The seven-megapixel digital camera comes with a fisheye lens that captures a 180-degree view of each room, showcasing every amenity in rooms large or small.

"Most people are Internet-savvy these days, and they search for homes online, too," says Ford. "People -- including about 80% of buyers -- are watching the virtual tours, calling me and saying, 'Hey, I wanna see this house again.'"

Other virtual tour services just can't deliver Previsite's ease of use and reasonable price point, not to mention the empowerment of working with, not against, technology. "There are services out there that just move a picture in and out of a frame and call it a tour, which is just not that professional," Ford points out. "Real estate professionals are now marketing property online, and you don't have to be a camera buff to be a part of that."

Previsite virtual tours give listing agents not just an edge, but a clear 180-degree view of every one of them.