



CASE STUDY: Century 21 Laffey Associates

Century 21 Laffey Associates, New York's Family Owned & Operated Residential Real Estate firm, knows that pictures sell, but the price isn't always right. While trying to meet the company goal of providing a virtual tour of every listing, agents' working with photographers faced steep prices and long waits. "In this industry, no one – agents, buyers, or sellers – wants to wait," says Cathy Poturny, Director of Marketing & Media Relations at Century 21 Laffey Associates. "Before Previsite, only about 16% of our listings had virtual tours. Agents were paying from \$80 to \$300 per tour and then waiting on others to create them. We needed expediency and affordability through another option."

Previsite presented just the alternative. The virtual tour software and seven-megapixel digital camera kit, which includes a miniature magnetic 180-degree fisheye lens, gives agents the autonomy to take photographs themselves and then instantly build a professional virtual tour.

The adoption of any new technology can be challenging, but Previsite ensures the smoothest transition to its service. "We had representatives do multiple hands-on training sessions for our agents and administrative staff," Poturny recalls. "Rather than just hear about the camera and software, everyone had the opportunity to use a camera and apply practical tips on how to take higher quality pictures. Previsite really took the time to understand where our company was coming from and has been highly responsive to any concerns we've had."

Many agents at Century 21 Laffey Associates have since elected to use Previsite exclusively taking matters – and cameras - into their own hands. "Almost every listing in our 14 branches now includes a virtual tour," explains Poturny. "Out of nearly 800 residential real estate listings, 67% were created using Previsite. I've never seen one service used to such a high degree."

Agents report a seamless transition to Previsite tours. "Our clients can't distinguish Previsite tour pictures from those of a competitor, because they are both high quality. The only difference is the amount of time and money saved," Poturny says. "Some agents will take pictures during a listing presentation, upload quickly to the laptop, and immediately give sellers a preview of their home. Everyone is more in control."

Previsite's user-friendliness and efficiency empower agents and clients alike.