



CASE STUDY: Adele DeMoro Monmouth County, New Jersey

A picture is supposed to be worth a thousand words. For Adele DeMoro, a top agent with Keller Williams Realty and a New Jersey real estate agent of 17 years, a bad picture – or a series of bad pictures – is only worth a resounding “No!” The agent gave up on online virtual tours after disappointing attempts at working with professional photographers and competing software packages.

“Virtual tours became very expensive, and I was not satisfied with the results,” DeMoro recalls. “Using a professional was a long, expensive process where sellers didn’t have a lot of options. Then I tried programs that allowed me to take photos and stitch them together, but they never looked right.”

Then she heard about Previsite’s virtual tour package, complete with a seven-megapixel digital camera, 180-degree magnetic fisheye lens, and web-based computer software that instantly uploads photos into a seamless tour. “I was at a convention looking at Internet services and products when I learned about Previsite, and I had to check it out,” DeMoro says. “When I saw the demonstration of the product, it was a no-brainer. You can’t beat the price or the service.”

Now all of her listings -- from sprawling million-dollar homes to one-bedroom condos -- come with a virtual tour, and buyers and sellers like what they see. DeMoro’s team takes the camera to listing appointments, uses the fisheye lens to capture rooms from top to bottom, and then creates a virtual tour in minutes back at her computer. “Sellers are done a great service with Previsite, and it’s easy to use,” she explains. “With other packages, rooms that were especially large or small looked distorted. The Previsite camera captures every amenity and the tour really represents the property.”

DeMoro laughs at how she once thought affordable, efficient online virtual tours weren’t possible. She’s also glad her team got back behind the camera. “Buyers move very quickly and in real estate, you need every tool. Previsite virtual tours are an effective way to market listings and really grab the attention of buyers. It’s a win-win.”

Previsite’s professional virtual tours speak volumes, and buyers are listening.