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Realtor.com enhances virtual tours

Redesigned hometour360° features agent photos with contact information

Friday, November 21, 2003

Inman News

Realtor.com this week announced that virtual tours on its site have been upgraded to include new template features and enhancements.

Agent photos, contact information and the ability to add up to six photos to a still-photo gallery have been added to the new hometour360-degree virtual tour template, along with property information, map and driving directions, as well as three printable brochure options. Authorized Service Provider (ASP) branding is also available. These additions, in conjunction with existing feature enhancements, aim to give real estate professionals a cutting edge virtual tour product that can be customized, is easier to use, and is more effective at lead generation.

Consumers are demonstrating how important virtual tour features are for Internet home buyers, as evidenced by the fact that the "Virtual Tours First" search option is being used more than 80,000 times per day, according to Realtor.com. The new template aims to make it easier for Realtors to enhance their listings and distinguish the homes from others displayed on the site. As always, consumers can access full screen views of virtual tours, save tours to their desktops, and send virtual tours to friends via e-mail.

However they are viewed, virtual tours will feature pertinent listing and agent information, including agent contact information.

Realtor.com, operated by Homestore Inc., is the official Web site of the National Association of Realtors.

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