



# Virtual Viewings

THE FUTURE OF DIGITAL PROPERTY MARKETING



Burns & Webber use the latest immersive technology to simulate moving around your property whilst we accompany buyers on a virtual viewing.

Our RICS Qualified Property Technicians capture a three-dimensional, high definition scan of your property which we then combine with our cutting edge digital presentation software, to allow our sales professionals to guide potential purchasers around your property in a virtual environment.

In the interests of security this detailed tour of your property is kept private from the public until we have fully qualified the interested party



## Why commission a Virtual Tour?

### HEALTH & SAFETY

- Despite taking all necessary PPE precautions, traditional property viewings still present an element of risk in the current climate. So it's understandable if you're nervous about allowing people through the door, or if buyers are hesitant to physically visit because of concerns for their health during the Coronavirus pandemic.
- Virtual viewings play an essential role towards dramatically reducing the physical foot traffic through your home, whilst at the same time increasing your chance of finding a buyer.

### MORE CONVENIENT

- Say goodbye to keeping your property tidy before the next viewing or re-arranging your schedule around potential buyers. Once we have a 3D showcase of your property, we accompany buyers around your property with no disturbance to your daily life.
- Our 3D room scanning technology allows potential purchasers to digitally measure any part of your home.

### BETTER QUALITY BUYERS

- Before arranging a buyer to physical visit your property, they will be taken on a virtual tour hosted by our experienced sales staff ensuring we only bring the buyers who are serious about your property through your door.
- We collect instant feedback from all our virtual viewing appointments to give you an honest appraisal of what buyers think of your property.



# How to prepare your property for capturing your 3D Showcase

## BEFORE THE APPOINTMENT

First impressions count, so it's really important your property is presented at its best when we photograph it and create the 3D showcase. No amendments can be made to the scan after it is completed, so here are some tips to follow in advance of your appointment:

- **Thoroughly Clean Your Property**

Keeping a property clean is effective for controlling the spread of Coronavirus, but also essential before your property is photographed and captured.

- **Tidy & Declutter**

Presenting a property to potential buyers and tenants in as clean and uncluttered condition as possible can have significant benefits on how quickly you find a buyer or tenant and the price you achieve.

- **Photographers Won't Move Anything**

It is not possible for our photographers and technicians to do any supplementary tidying of your property so if you don't want an item to appear in the virtual viewing, it needs removing/hiding beforehand.

- **Open Curtains & Bi-Fold Doors**

Open curtains, blinds and bi-fold doors to let as much light into your property as possible.

- **Outside Space**

There are some relatively simple things you can do to make that first impression of your property really count to potential buyers and/or tenants. Mow the lawn, do some weeding, jetwash the patio and move the car off the driveway.

## DURING THE APPOINTMENT

Our photographers and digital capture technicians will be undertaking visits in line with all of Public Health England's recommendations including:

- Keep a 2 metre distance from occupants.
- Wash hands and regularly use hand sanitiser and antibacterial wipes.
- Check that the household is not self isolating or displaying any symptoms of Covid-19 and/or have received a positive diagnosis.
- Request the property is suitably prepared, tidied and cleaned before the visit especially frequently touched surfaces such as door handles.
- Use a fresh pair of disposable gloves, shoe covers and wear a face mask at every appointment.
- Photographers will not move anything in the property.





### ACCOMPANIED VIEWINGS

By our experienced staff who have visited the property in person

### TAKE ACCURATE MEASUREMENTS

Find out the dimensions of any feature or furnishing in the property

### NAVIGATE THE PROPERTY

Quickly move around with several viewpoints in every room

## Marketing Costs

### 3D SHOWCASE VIRTUAL VIEWING **£110+VAT**

Virtual viewings play an essential role in dramatically reducing the physical foot traffic through your home whilst also increasing your chance of finding a buyer as we accompany viewings on the screen.

We use cutting edge technology to digitally capture a 3D scan of your property and guarantee access to a virtual tour for 12 months, at an additional up front cost of £110.00 +VAT.

Photograph the QR code below with your phone to see an example 3D showcase or visit:

[BURNSANDWEBBER.COM/SHOWCASE](https://www.burnsandwebber.com/showcase)



### ENERGY PERFORMANCE CERTIFICATE **£100+VAT**

Before marketing can begin it is a legal requirement that an Energy Performance Certificate (EPC) has been ordered for your property. We have professional suppliers that can provide an EPC.

We do the necessary research on our client's behalf to find out if the property has a valid EPC in place. If your property hasn't had one prepared in the last 10 years, the energy assessment will be conducted at the same time as your photography at a cost to you of £100.00 +VAT.

### EPC + 3D SHOWCASE DISCOUNT **£190+VAT**

Order both an EPC and a 3D Showcase together and pay just £190 +VAT.

### PHOTOGRAPHY & FLOORPLAN **INCLUDED**

Our photographers are members of the Royal Photographic Society and floorplan technicians are certified by the Royal Institute of Chartered Surveyors. Floorplans and photography are included as part of our fee at no additional cost.