

Pitch Script

Thank you for joining us today! We are very excited to share today's presentation with you about Matterport for Real Estate. Before we kick things off, I'd like to do a quick introduction:

I'm <insert MSP contact> with <insert MSP name>. We are <insert company bio>. Let's go ahead and get started!

The real estate marketplace is changing. Now more than ever, you have to show buyers and sellers what you bring to the table and how you add value. How do you set yourself apart and provide something different, something that no one else does? In a rapidly evolving landscape, how do you leverage new technology for a successful real estate marketing program?

Today I'm going to tell you about a game-changing technology I offer as a part of my portfolio that will differentiate your brand, help you win more listings, and sell homes faster. This immersive media solution is called Matterport.

I am a Matterport Service Partner, which means I offer professional, quality complete scanning services of properties for real estate agents like yourself. Being the owner of a Matterport camera already, I make it hassle free for you to add Matterport to your listings, so that you can focus on what you do best: **selling**.

Today I'm going to be giving you a high level overview of Matterport and showing you how it works a brief demo of their immersive 3D Showcase solution --which can be used to better market your properties online. I'll also be detailing the key ways Matterport has helped top agents from RE/MAX, Keller Williams, Coldwell Banker and more win more listings by differentiating themselves from their competition.

[Link to Model: https://my.matterport.com/show/?m=U2qqEaNwtwb](https://my.matterport.com/show/?m=U2qqEaNwtwb)

Demo Script:

So this is the Matterport 3D showcase. I'll start here in the dollhouse view.

Put yourself in the shoes of a prospective buyer shopping for a home. You land on a realtor's listing page and want to look around the house, and experience **more** than just photos. You want to create a connection with the home. You want to experience what it's like to actually live there. You want to do your own research and show up ready to **act**. This is now possible with Matterport. Because it's 3D, I can see the whole home from above in the dollhouse view, I can rotate it around and get a really good sense of the space and full perspective of property.

<Click Floorplan> You can also select the Floorplan view, which gives a top down view of the property. A great add-on with this view is that you can create an actual schematic floor plan generated directly from this immersive space to add more value for your clients. Let's take a look inside.

<Click walkthrough> You can see it's fully interactive. Anywhere I click is where I'll go. So if I wanted to go look around the living room, I just click to walk through the space as if I was really there. These white circles you see on the floor indicate the positions you can stand. You can do this on your phone, iPad, or laptop.

There's also a few optional tools I can use, like the highlight reel <click highlight reel>: where you can view exterior view outside, skip to certain rooms, and basically show off all of your Snapshots of a space in a filmstrip at the bottom of the model. <skip to kitchen>

You can also mouse over these icons called Matterport Tags, which is a simple way to give context to spaces and describe features of the home that you want to highlight as a selling point, like Granite Countertops.

So that's what Matterport is - it's really a complete experience of property, that clients can see from anywhere at anytime. And, it's really easy to get. The fastest and simplest way to get started is to hire a local Service Partner like myself, <insert MSP name>.

As previously mentioned, the real estate landscape is changing. 90% of home buyers are aged 35 and younger, which means that millennials are a key niche for agents to target. These first time home buyers are used to using new technology and comfortable doing their own research prior to any agent outreach, so it's important to stand out by leveraging newer technology for a successful real estate marketing program - across websites, digital advertising, offline advertising, email marketing, and traditional channels.

Across all these channels, property marketing has shifted and is more dynamic than ever. You can see from these stats that dynamic visual content generates 403% more inquiries from real estate listings; 49% more qualified leads come in from 3D tours, and buyers are 60% more likely to email and 95% more likely to call an agent about a property that has a Matterport 3D Showcase.

So let's take a step back and talk about your goals as a realtor.

As a realtor, there's two key targets: winning more listings and selling homes faster, and Matterport makes both possible. Here's why -

1. Matterport enables an always-open house, 24/7, to widen the net of prospective buyers and get more eyes on your listings.
2. Matterport helps you sell homes faster and for a higher price. Give more potential buyers realistic access to the home and allow them to experience the space, bringing you more offers at higher price.
3. Matterport allows you to differentiate your brand and marketing offerings from other agents, which helps you win listings and stand out in highly competitive areas.

Here's how successful realtors are using Matterport:

When homesellers see how agents are using 3D, they're impressed. In fact, 74% of agents report they are more competitive because of Matterport. Matterport's fully interactive 3D tours bring your seller's listing to life. This allows potential buyers to experience **the whole** listing. They will get a sense of the space, an impression of the flow, and a complete experience of the property that can be viewed anytime, anywhere. As if you were really there.

Differentiating your brand with 3D translates to beating the competition at listings presentations.

Agents love the ease and portability of listing presentations with our 3D Showcase for iOS.

Our offline Showcase App for iOS is a great way to show off Matterport and it includes several sample 3D Spaces, available to download for free in the App store. We recommend using an iPad for the most

interactive experience with your client. Top agents are using this app for listing presentations whenever they meet with a seller. Let your client engage with the 3D Space on your device. Let them walk through a space and experience what it's like. Trust us - they will love it!

This sleek presentation tool is a true deal-closer. And we even have a step-by-step guide created for agents on how to use Matterport during your listing presentation - before, during, and after the meeting - to win that next listing.

It's quick and easy to get started. My company offers quality complete scanning services of properties for real estate agents to add Matterport to your listings - fast.

We can also offer additional digital services to enhance your real estate marketing program. Once you decide to leverage Matterport, you can seamlessly integrate Matterport into both traditional and non-traditional marketing channels you're already using and start sharing your Matterport spaces immediately.

1. It's easy to embed listings directly to your website and to share them on the MLS (who typically syndicate to places like realtor.com)
2. It's just as easy to share on Facebook and Twitter, or to send in an email or a text message.
3. People also put it on their yard sign - they use an automated text-back service: "Text 1234 to this number explore this home right now in 3d on your phone". That makes it very easy to follow up with the interested buyer. You have their phone number since they texted you. Just call and say, "Remember that house on Oak Street that you saw in 3D on your phone? Let's talk about that house."

Agents using Matterport also have the ability to generate 2D snapshots, floor plans, measurements, create guided tours, and leverage Virtual Reality - to show off a property **exactly** the way you want to.

So to reiterate:

Why does Matterport help agents win listings? Because when agents show the Matterport 3D Showcase to sellers, they're wowed by what it can do for their property.

With this technology, agents are capable of doing things that would otherwise not be doable. They explain to the seller that they can...

- Widen the net of people who view their property - people come from adjacent markets, as well more remote markets - ex. out of state, and even international buyers if you're near a major city. Or investment buyers or buyers looking for a vacation home.
- Build buzz - they will be able to share this across channels like social, and others, and it will create a competitive environment that drives action - it's human nature - when they see others clamoring, they are more likely to jump in.
- And when potential buyers do show up, they are ready to act. They're better qualified because they've already virtually walked through the house and fallen in love with it.

This is the kind of marketing program sellers get excited about.

Matterport is constantly developing new features to add value for agents. You can see here some of the features showcased during the demo earlier in the presentation: [<run through features>](#)

- Storytelling with Mattertag posts: give context to space, like Stainless steel appliances
- Self-directed tours let you walk through the space as if you were there
- Schematic Floor Plans with measurements can generated directly from the immersive space you scanned
- Ability to experience the property in Virtual Reality
- And accessibility of Matterport anytime, anywhere. From any browser or device.

A few more details on Matterport's latest offering, CoreVR, before we wrap up. VR offers the most immersive way to experience a listing and, frankly, is the coolest way to present a property to date. Any Matterport Space created through June 30, 2017 is instantly enabled in Virtual Reality.

Currently, we support Samsung Gear VR and Google Cardboard headsets for Android devices - compatible models include Galaxy S7, S7 edge, Note5, S6 edge+, S6, S6 edge. VR for iOS will be available soon. If you are planning to use VR, simply open the CoreVR app on your Android phone, place the phone into the Google Cardboard or Samsung Gear VR unit, and let the experience take your seller or prospective buyers away...

So what's the next step? Let us [<insert MSP name>](#) help you win that next listing! Matterport's 3D Spaces will win over any prospective buyer and seller because they are the most immersive way to experience any home on the market. Here's a little bit more about our offering [<insert offering here>](#). Let's schedule an upcoming 3D scan for your property.