



TRANSFORM THE WAY YOU SELL REAL ESTATE

# Create the ultimate homebuyer experience

 **iGUIDE®**

## EVOLVE YOUR SELLING PROCESS

### Create the ultimate homebuyer experience

In today's digital age, selling a property has become more competitive than ever. With potential buyers increasingly turning to online platforms to search for their dream homes, real estate agents and homeowners need to stand out. One effective way to do this is by leveraging the power of iGUIDE Virtual Tours and 2D Floor Plans. Virtual tours aren't just a trendy feature, they're a vital tool for selling properties quickly and efficiently.

### iGUIDE HELPS SELL HOMES FASTER WITH LESS EFFORT

#### Virtual Tours and 2D Floor Plans help close sales

With the help of Virtual Tours, you can increase your reach and showcase your client's property to a broader audience of buyers from the comfort of their homes. It's like an open house, but online and available 24/7.

Using advanced camera technology, iGUIDE creates an interactive virtual walkthrough of a property, giving viewers a sense of actually being there.

Unlike traditional 2D photos or videos, iGUIDE Virtual Tours offer a more immersive and engaging experience. Viewers can navigate the property at their own pace, explore every room and get an authentic feel for the space. They can zoom in to see details up close, look around in 360° and even measure rooms and areas using the iGUIDE's built-in measuring tools.

#### Measure a property and create 2D Floor Plans with ease

The days of having to measure manually are in the past. You now have an accurate floor plan with ANSI-Z765 / RMS compliant 2D square footage calculations allowing you to fast-track your listing process.

**67% of buyers say they want floor plans on listings and 58% say they want virtual tours.<sup>1</sup>**

<sup>1</sup>2021 Home Buyers and Sellers Generational Trends Report, conducted by the National Association of REALTORS®.

### A seamless process from start to finish

- Scan**  
An iGUIDE operator will capture the property in minutes.
- Create**  
Submit a request for the iGUIDE floor plan, virtual tour and feature sheet.
- Share**  
Upload files to listing sites, your website and social media to start marketing your property.



#### Buyers love the floor plans and measurement tools

By incorporating iGUIDE Virtual Tours into your property listings, you can harness the power of enhanced visualization, improve buyer engagement and offer convenience and accessibility to potential buyers and increase exposure and reach for the home seller.

### iGUIDE can help you:

#### Save Time

Provide detailed property information in a single platform, including floor plans, room dimensions, square footage and more.

#### Increase Exposure

Stand out in a crowded online marketplace. Properties listed with iGUIDE receive more online exposure and attract a larger pool of potential buyers.

#### Reduce Costs

Compared to traditional real estate marketing methods, iGUIDE is a cost-effective solution that can help you sell properties faster and at a higher price point.

** Embracing this innovative technology sets your listings apart and maximizes your chances of selling properties faster and at a higher price point.**

“Upon our introduction to the iGUIDE platform, we were immediately blown away by the innovative technology, never seen before in the marketplace. iGUIDE provided our team with great efficiency in the overall process, allowing us to invest our time and focus in better servicing our clients.”

**– Cliff Rego, Cliff Rego Team, Rego Realty Inc., Brokerage**

#### The iGUIDE experience

1. Virtual tour
2. Floor plan and measurements
3. Neighborhood information
4. Your personal brand and contact information
5. Social Links
6. Professional photos
7. Property details

#### A turn-key marketing tool

- Detailed engagement analytics on your listing
- Custom agent branding on the tour
- Use with your existing social media and web platforms

#### Optimize your listings with iGUIDE

With iGUIDE, buyers can navigate through each room, view detailed floor plans and even measure the dimensions of the space. This level of interactivity helps potential buyers better understand the property's layout and features, ultimately building trust and confidence in their decision-making process.



## About us

Founded in 2013, in Kitchener, Ontario, Canada, Planitar Inc. is the maker of iGUIDE, a proprietary camera and software platform for capturing and delivering immersive 3D virtual walkthroughs and extensive property data.

## Why iGUIDE

iGUIDE is the most efficient system to map interior spaces and features accurate floor plans, measurements and reliable property square footage. By integrating floor plans and visual data, iGUIDE provides an intuitive and practical way to digitally navigate and explore built environments.



## Contact us



✉ [sales@planitar.com](mailto:sales@planitar.com)

☎ 1 844 568 1723

➔ [goiguide.com/residential-real-estate](http://goiguide.com/residential-real-estate)

📍 560 Parkside Drive,  
Unit 401, Waterloo, ON,  
Canada N2L 5Z4