

Complete the listing on realestate.com.au

Photos create the connection.
iGUIDE shows the full context of a home —
because buyers aren't just browsing listings,
they're trying to understand them.

Immersive walkthroughs, floor plans and
site plans, built directly into your listing.



**Help serious buyers
shortlist your property faster**

1 in 3 buyers say video or 3D tours
make them more likely to inspect.¹

The native iGUIDE x realestate.com.au experience

Seamlessly embedded in
your listing (no external links)

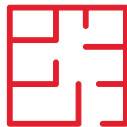
Jump between rooms with
floor plan-linked navigation

Helps serious buyers
shortlist your property faster

What iGUIDE delivers



Immersive virtual
walkthrough embedded in
realestate.com.au listings



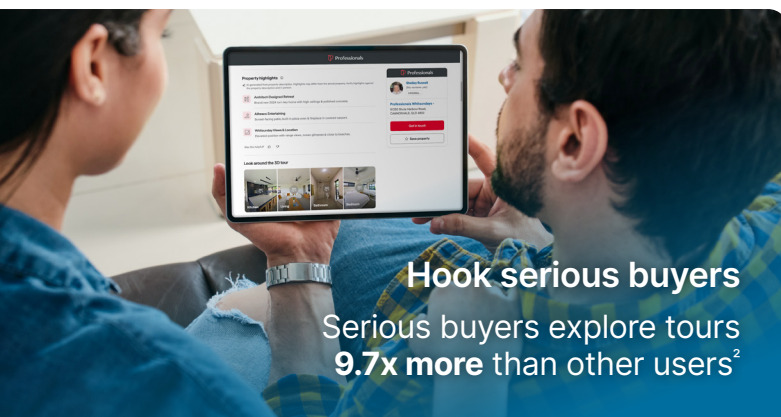
Floor plans that support
in-tour navigation
and orientation



Site Plans that add land
context buyers can
easily understand



Branded property
presentation that
reinforces agent credibility



Hook serious buyers
Serious buyers explore tours
9.7x more than other users²

Those who attend a physical inspection
after viewing the iGUIDE tour arrive already
somewhat familiar with the home.

They're informed, they're decisive and the
quality of those conversations is better.

Anthony Molinaro
Licensed Estate Agent & Auctioneer

 **OBrien Real Estate**



¹Realestate.com.au Residential Audience Pulse survey, April 2025.
²REA internal data, Jan-Oct 2025.

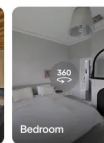
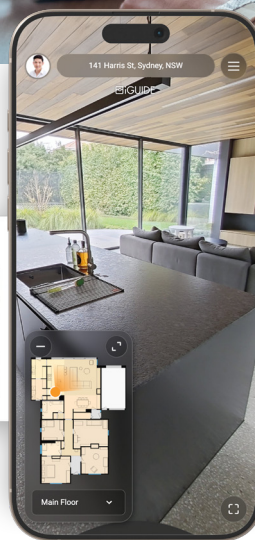
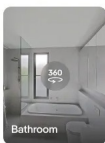
Immersive content is the new listing benchmark

iGUIDE gives property seekers a true sense of space before inspection, hooking serious buyers and helping you move them from their device, into your inspection.

Room shortcuts direct from the listing

iGUIDE's integration into realestate.com.au lets buyers jump straight into the rooms they care about, for a seamless, standout experience of your property.

Look around the 3D Tour



Intuitive floor plan navigation inside Tour the Property

Immersive 3D tours anchored by floorplan navigation helps buyers quickly understand your property's layout and flow.

Stand out as a top listing agent

iGUIDE works with your preferred photography partners, with no lock-in subscriptions.

From a single capture, you get multiple branded assets to power every campaign and tell the full property story, inside and out.

Complete listings attract more serious buyers and position you as the agent who delivers.

Can we add iGUIDE?

Ask your photographer about adding iGUIDE to your next realestate.com.au listing or [learn more here](#).



realestate.com.au