2011 Public survey on the need for Virtual Tours in Real Estate

Each person was surveyed briefly with the following questions:

1. As a potential renter do you think this type of virtual tour would help you make the decision to rent the showcased property?
2. As a potential investor do you think this type of virtual tour would help you make the decision to invest in the showcased property?
3. As a rental property manager or body corporate head can you see how this type of virtual tour would be worth a once off payment of $20 / $40 per unit owner for years to come?
4. As a residential high-rise property manager or body corporate head can you see how this type of virtual tour would be worth a once off payment of $5 / $10 per unit owner for years to come?
5. As a holiday resort property manager or body corporate head can you see how this type of virtual tour would be worth a once off payment of $5 / $10 per unit owner for years to come?

6. Please provide any suggestions you may have that may improve this virtual tour.

Of the 17 people surveyed, 15 answered "yes" to questions 1 – 5. This was a very encouraging result. When asked why not, the remaining two people implied that they did not understand how an online presence would benefit them through extra exposure regardless of the cost. One of these two people still answered yes to questions 4 – 5 (Holiday apartments and residential high-rises) but stated he would not even look for an online listing when looking at non-commercial properties (he preferred print media).

For question 6, 9 people offered suggestions for improvement, 4 people could not improve upon the prototype as it was, and 4 people did not answer this question.

Of the 9 sets of suggestions gathered, the following were the most prominent in decreasing order of occurrences:

1) "Faster load time" was implied 5 times
2) "Social networking links for Facebook / twitter" was implied 3 times
3) "More interesting / interactive loading page" was implied 3 times
4) "Smoother seamless 360 degree images" was implied 2 times
5) "Sound or music while browsing" was implied 1 times

These suggestions were taken on board, and have helped shape the idea for the final product which will load faster, be more interesting while loading and playing, look smoother and linked to social networking site features (eg. "like" and "share" on Facebook). Most of these were only lacking in the prototype due to limited available resources at the time of creation.

Other / trivial facts about the survey participants:

47.5% are female, 52.5% are male

58.8% are family members or friends

Of the 41.2% non family members / friends-

42.9% are in the real estate or property management industry

28.7% are in the photography industry

28.4% are in an unrelated industry