



Melbourne itour
Virtual Tour Specialists

Virtual Tours have become one of the most important interactive marketing tools for selling a House, showcasing a Display Home or Advertising a Business or Service.

"Why would you want to include a virtual tour in your home marketing efforts? Better asked, why wouldn't you? Nowadays in the USA, buyers don't even look at online listings if they don't include a virtual tour. Did you know that?" ...That's the way its heading here in Australia too..(Ref: Elizabeth Weintraub-Ref/About.com & *Ref/ pew internet)

Virtual Tour - Facts & Statistics

- ✓ Online, Houses with a Virtual Tour receive 40% more interest than houses without. Fact !
- ✓ 54% of buyers who use www.realtor.com will not look at a property unless it contains a virtual tour
- ✓ Virtual tours received 400,000 hits on www.realestate.com.au in August 2010
- ✓ 6.8 Million unique browsers to www.realestate.com.au in August 2010
- ✓ 33% of all Home Buyers are now using social networking sites with 19% a few times per week
- ✓ Virtual Tours receive over 6 Million hits per day worldwide (2006) up from 2 Million in 2004
- ✓ Of 40 major Home Building companies surveyed recently and advertising in limited life - expensive print media, only 7 are using Virtual Tours, that number is increasing.
- ✓ 83% of Australians in the 50-64 age group use personal computers
- ✓ Viewers will spend 300% more time viewing a listing with a virtual tour than one without (www.realtor.com)
- ✓ 67% of people in the Age group 30-49 take Virtual Tours
- ✓ 80% of your potential clients are using the Internet to research information (Rockpoint Marketing 2008)
- ✓ 80% of Internet shoppers say images are crucial when deciding to buy or use a company's product or services
(Pew Internet Life Study)
- ✓ 78% of home buyers found their Agent on the internet
- ✓ 84% of first home buyers use the internet to search for a home
- ✓ Virtual Tours are an open house worldwide 24/7 promoting a more qualified buyer locally, interstate and overseas
- ✓ Increase your vital Search Engine Optimisation and website rankings through Virtual Tours
- ✓ Increases competitive profile and corporate image
- ✓ Virtual Tours are increasingly becoming "Vendor driven" who are requesting a Virtual Tour in their advertising campaign as an integral part of the property marketing strategy, appealing to Interstate and overseas buyers
- ✓ 65% of travel bookings are researched online
- ✓ 96.2% of travellers use the Internet as a source of information when planning a trip. (2006 Pew Study)
- ✓ Hotel Virtual Tours increase online bookings by up to 85%
- ✓ Melbourne itour offers more features than any other Virtual Tour on the market !

Transform your Home, Business or Service into something truly captivating...It's all about The Presentation !

Our New Fusion -Virtual Tour System has arrived and is unlike anything you have ever seen. This futuristic virtual tour design combines **High Definition Images, Interactive Panoramic Images**, captivating, **Full Motion Video**, Interactive Floor Plans and combines Professional **Voice Over and more...** into one lightning fast, fully customizable, rich media presentation. It's beyond virtual tours, it's interactive virtual media and only available from **Melbourne itour**, your Virtual Tour & Interactive Media Specialists.

Melbourne itour are Specialists in creating The New Fusion-State of the Art Virtual Tours and Professional Photography for your Home, Real Estate, Business, Service and Aged Care Facilities. **Our fully interactive Virtual Tours feature:** Advanced Colour 2D & 3D Floor Plan Designs, 3D Walk-Throughs, Voice Overs, MP3 Files, HD Photos and Images, Advanced Slide Show Presentation, Maps, Satellite Location, Aerial Photography, Brochures, Corporate Branding and are able to be viewed on the Apple iphone and ipad ...plus so much more, they are **online 24/7-365 Days of the year and cost less than a local newspaper ad !**

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