

# HOME OPTIX

Real Estate Photography & Marketing Services



Real Estate Photography, 360 Virtual Tours, Digital Marketing For Agents

**Get Ready to *TURBOCHARGE* Your  
Marketing Efforts!**

# HOME OPTIX

Real Estate Photography & Marketing Services

Real estate technology has revolutionized the way professionals do business today. From eCommerce to social media, industries and real estate sectors have experienced a stark diversification when it comes to how business is conducted and how companies are seen online. This most certainly extends to agents and real estate!

- Our goal at HomeOptix is more than simply awesome real estate photography and virtual tours, we're also real estate marketing ninjas!
- Our tours actively boost your rankings with the major search engines and **CONTINUE** to build your brand even **AFTER** your property has **SOLD!**
- It is one thing to have a great home or business, it is another thing to be a proficient realtor, but it is a completely different thing to sell a home or business before a buyer even steps through the door.



**That is what HomeOptix is all about.**

# SAMPLE TOUR

3973 Tartan Lane, Virginia Beach, Virginia, 23456

Sally Agent, Realtor  
757-328-0174 | your-email@cox.net  
757-555-1212 | XYZ Realty Inc.  
Visit My Website | Virtual Tour Gallery



## Exterior Twilight —

Our authentic "Twilight" shots are a great way to showcase and bring out the beauty of your listing or business...

With our Side Function Bar - Viewers can choose to view still photos, panoramas or just take a automatic tour!

With our Media Scroll Bar - Viewers can skip from picture to picture or 360 visuals instantly!

Social Media Toolbar - "Likes", Facebook, Pinterest, Twitter and LinkedIn! Buyer tools; Appointment Scheduler, Mortgage Calculator, Download PDF files and more!

**"Live" Sample Tour**





Real Estate Photography & Marketing Services

## **Are you Paying for Buyer & Seller Leads?**

**Learn How to Leverage Your Listings and Connect to More Buyer & Seller Leads online with HomeOptix's Full Suite of Cutting-Edge Real Estate Tools!**



## 4 Unique Lead Capture Tools



*(Included with every tour!)*

**Lead Grabber** - Do you ever wonder who is sharing your virtual tours, and with whom? Well wonder no more!

Our new Email Trapper will gather the contact information of both the sender and the recipient and forward this off to you automatically.

**Private Tour** - Password protection for your “Private” tours.

**Tour “Vibes”** - Gives viewers the opportunity to “Like” your tour and provide feedback.

**Email “Trapper”** - If you are a aggressive marketer and want to quickly build an email list of home shoppers, the Email Trapper will notify you each time your virtual tour presentation is sent to another buyer. This is a perfect lead mining tool for those who send monthly newsletters to their customer base. Email Trapper also captures the ‘message’ being sent for further info.

A screenshot of a mobile application interface. At the top, there is a blue header with a white envelope icon and the text "Request More Information". Below the header is a form with several input fields: "Email Address" (with an envelope icon), "First Name" (with a person icon), "Last Name" (with a person icon), "Phone Number" (with a checkmark icon), and "Comments" (with a text area icon). At the bottom right of the form is a "Continue" button.

# Macro-SEO Sites



*(Included with every tour!)*

HomeOptix's **VERY** smart **Macro-SEO** sites help propagate you and your virtual tour information and photos across the internet, giving the viewers an opportunity to map your listing, preview full color Google mapping/satellite views and allow viewers to easily share your listing with potential buyers in your local market.

Your **Macro-SEO** site continues to work for you even **AFTER** the sale to strengthen your position with the major search engines! The Macro-site's increase your Google "Authority" rankings.

[Sample Macro-SEO Site](#)

**3973 Tartan Trail, Virginia Beach, VA, 23456**

Gorgeous stone front home in beautiful Highland Parish neighborhood. This private oasis is tucked in a cul-de-sac in the back of the neighborhood. A large stocked pond is mere steps from the backyard. Enjoy fishing in your own backyard and watching deer wander around the lake and woods. Meticulously maintained 4,400 Sq ft home boasts a fantastic floor plan with 5-bedroom 3.5 bath home with an oversized 2 car garage. Featuring 2 master suites, 1 downstairs and 1 upstairs. Large chef's kitchen with huge center island. Custom cabinets, stainless steel appliances, quartz counter-tops and a gas range. Freshly painted, cathedral ceilings, recessed soffit lights, gas fireplace and multi-room music system to include backyard. Spacious bedroom with walk-in closets. Large floored attic. Invisible dog fence in front/back yard. New Trane HVAC installed in 2015. Great neighborhood and schools.

Category:	Single Family Home
Bedrooms:	5
Bathrooms:	3.1
Parking Spaces:	Yes
Year Built:	2005
SubDivision:	Highland Parish
Garages:	Yes
Square Footage:	4400

**Offered at \$525,000**

Map Satellite

Map data ©2019 Google Terms of Use

# Real Estate Listing Online Exposure Engine

*(Included with every tour!)*



Getting your real estate photography, virtual tours and videos out there and in front of the world for viewing is easier than ever with our powerful Online Exposure Engine. Your real estate virtual tours are syndicated to the most popular online portals and major search engines. HomeOptix Auto-Exposure Engine gives your real estate photos and virtual tour an average of up to **50% more viewings** than those properties not submitted.



# HitStats Tour Traffic Reports

*(Included with every tour!)*



HomeOptix takes virtual tour traffic reporting to the next level by providing you and your clients with more data than ever! We now feature a full breakdown of traffic and stats by day, month, quarter, and year. You'll see the number of times your virtual tour has been emailed, downloaded, shared on social sites, and viewed on a mobile phone.

**Actual "Live" HitStat Report**

[Sample Traffic Report](#)

**Direct Leads vs Referrals  
Unique vs Repeat  
Visitors  
Likes vs Dislikes  
Times Tour Downloaded  
Leads Generated  
Send To A Friend  
Mobile Visit Statistics  
Hourly Timelines**

# Cutting-Edge Real Estate Tools!



## Tour 2 QR Code Functionality *(Included with every tour!)*

Automatically rip any of your virtual tours to a QR code. Want a printable version? Simply enter the size of the QR code you would like to create and our Tour2QR creates a QR code of ANY size for you on the fly. **Best of all**, HomeOptix's HitStats will show your clients how many visitors have scanned the QR code each week on mobile devices.



## Double Agent or Affiliate Branding *(Included with every tour!)*

Interested in Co-Branding your tour with a team member, lender or another real estate professional? HomeOptix software does the job easily! You can co-brand and split the cost of your marketing with anyone you choose! We can even help match you with a tour sponsor by logging into [www.homeoptix.com](http://www.homeoptix.com).

# Gyro-Enabled HTML 5 Mobile Tour

*(Included with every tour!)*



HomeOptix's tours are smart, VERY smart and Millennial friendly!

When browsing through your virtual tours with a web enabled phone or device, our virtual tours **automatically** serve up a vibrant-rich **HTML 5** mobile compatible version of the tour to ensure maximum exposure and compatibility at lightning fast speeds!

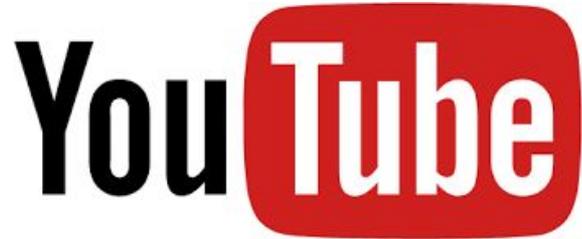


# SEO Optimized YouTube Video

*(Included with every tour!)*

The power of the YouTube search engine is huge. Each HomeOptix photo shoot includes a full-length **YouTube** video featuring the property tour and your contact information!

Powered by



# A Custom Agent Gallery Site

*(Included with every tour!)*



Like your **Macro-SEO** site, your **Gallery** site continues to strengthen your authority position with the major search engines. As an agent, you can use your Gallery site as part of your listing presentation package! It a powerful tool that never stops marketing you.

The image displays a sample gallery site with a grid of real estate listings. Each listing card includes a price, status, address, a virtual tour icon, and a small photo of the property. The listings are as follows:

- \$299,900 | Sale Pending**  
5473 Society Lane, Virginia Beach, VA, 2...  
5473 Society Lane - Virtual Tour  
Welcome home to 5473 Society Lane. Beautifully updated 4 bed 2.5 bath home with new kitchen and bathrooms. This house was completely redone with a designer's touch. Walk into new flooring throughout and fresh paint. Great floor plan with a back deck and
- \$359,900 | Sold**  
1848 Burwillow Dr, Virginia Beach, VA, 2...  
1848 Burwillow Dr - Virtual Tour  
DON'T MISS OUR OPEN HOUSE THIS SATURDAY & SUNDAY 1-3PM! A beautifully renovated 4 bed 3 bath home that is packed with wow factor. This house was completely redone with a designer's touch. The new features include brand new windows, new kitchen
- Sold**  
3905 Border Way, Virginia Beach, VA, 234...  
3905 Border Way - Virtual Tour  
This stone front home features a 1st FLOOR MASTER BEDROOM-IN-LAW SUITE that has wide entrydoorways and its own access to the backyard. Large walk in closet, and easy accessible walk in shower. Besides the 2 master suites, there are two
- \$505,000 | Sold**  
3972 Tartan Trail, Virginia Beach, VA, 2...  
3972 Tartan Trail - Virtual Tour  
OPEN HOUSE SATURDAY 1-3PM - This house will take your breath away. Immaculate 5-bedroom, 3 baths with a stone front end professionally landscaped backyard. You are greeted by gleaming hardwood floors. Spacious kitchen has island w/prep sink & built
- \$469,900 | Sold**  
3956 Tartan Trail, Virginia Beach, VA, 2...  
3956 Tartan Trail - Virtual Tour  
This stone accorbrick home features a 1ST FLOOR MASTER BEDROOM-IN-LAW SUITE with wide entrydoorways and a separate entrance. It also features a large walk in closet, jetted tub & step-in shower. NEW GRANITE COUNTERTOPS IN
- \$525,000 | Sale Pending**  
3973 Tartan Trail, Virginia Beach, VA, 2...  
3973 Tartan Trail - Virtual Tour  
Gorgeous stone front home in beautiful Highland Parish neighborhood. This private oasis is tucked in a cul-de-sac in the back of the neighborhood. A large stocked pond is mere steps from the backyard. Enjoy fishing in your own backyard and watching deer wander around

[Sample Gallery Site](#)

## Individual Media Downloads



*(Included with every tour!)*

HomeOptix makes downloading images easy, even for tech-challenged customers and clients. Instead of downloading all the images in one large zip file that may confuse the customer, the Individual Download page displays a gallery of thumbnail images. Hi-Res and reduced sizing available!

Your client can simply click the download button to instantly download an image to their computer.

For those with tech savvy customers a **.zip file** download feature is also available!



# More Cutting-Edge Real Estate Tools



## Scene By Scene Narration Possibilities

This unique system works on a scene by scene basis or on a per tour basis for an overall summary. For further customization we can also upload a professional voice-over or insert individual scene-by-scene narrations.



## Tour2GO Technology *(Included with every tour!)*

**No internet connection?** No problem! HomeOptix's new Tour2Go is kiosk-ready and runs on both PC and Mac. All Tour2Go virtual tours are fully interactive, capable of pointing to additional information online, and come in full-screen HD! Easily save your productions to a thumb drive or a CD. HomeOptix makes distributing your productions offline easier than ever!

# Full Color & Ink Friendly Flyers



*(Included with every tour!)*

Struggling with complex third-party software to make flyers is a thing of the past. Each HomeOptix tour **includes** a stunning 'graphic intensive' or 'ink friendly' flyer! You can choose from several different layouts and designs!

[Sample Color Flyer](#)

[Sample Ink-Friendly Flyer](#)



# Real Estate Virtual Tour e-Brochures



*(Included with every tour!)*

Getting an email with a link to a virtual tour is nice, but delivering a slick, well organized and graphically pleasing E-Brochure in your client's inbox is an experience they won't soon forget. When any online viewer uses our "send-to-friend" feature, the system will ask whether they'd like to send a plain email with a link to the tour, or the more robust HTML E-Brochure. They look **GREAT!**

[Sample e-Brochure](#)

# Virtual Twilight Photography

*(Included with every tour!)*

Each HomeOptix photography package includes a gorgeous high resolution virtual twilight photo that's guaranteed to impress your Sellers! Buyers LOVE these twilights!



# Tru-Blu Technology

*(Included with every tour!)*

The skies are ALWAYS clear and blue using our state-of-the-art Tru-Blu technology! We make beautiful skies out of overcast days.



BEFORE



AFTER Tru-Blu Editing

## Single Property Websites



*(\$20 yearly hosting fee)*

You're sure to impress the home sellers with this ultimate marketing tool. Home shoppers will love you for it after a day of scouting when they turn to their computers for a closer look. Best of all its a mini site for you, and the home!

**123YourListingAddress.com**

# AstroZoom Video Tours

## *(Add-on)*

Want a GREAT drone video without paying the BIG bucks? The HomeOptix AstroZoom feature is the most amazing feature that we've come up with yet.

Now for only \$25.00 we'll make a custom video production that will slowly zoom in on your property from space.

Yes...Outer Space!

[Sample AstroZoom](#)



# “Authentic” Twilight Photography

Your choice of Twilight background types!

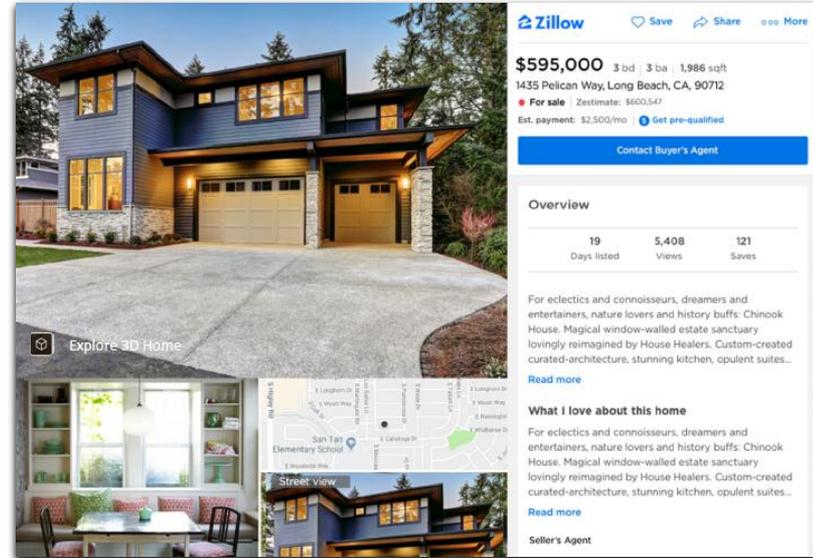




# Zillow 3D Home Tours

## Immediate Benefits of Zillow 3D Home Tour:

- Very cost effective as LOW as \$59 per property!
- Zillow 3D tours give your listings increased visibility on Zillow.com (Up to 50% MORE views)
- 77% of sellers find it very important that their agent use a 3D tour to market their home
- WIN more listing opportunities and find more qualified buyers from Zillow
- Immediately drive MORE traffic to your listings
- Mobile compatibility for Millennial generation

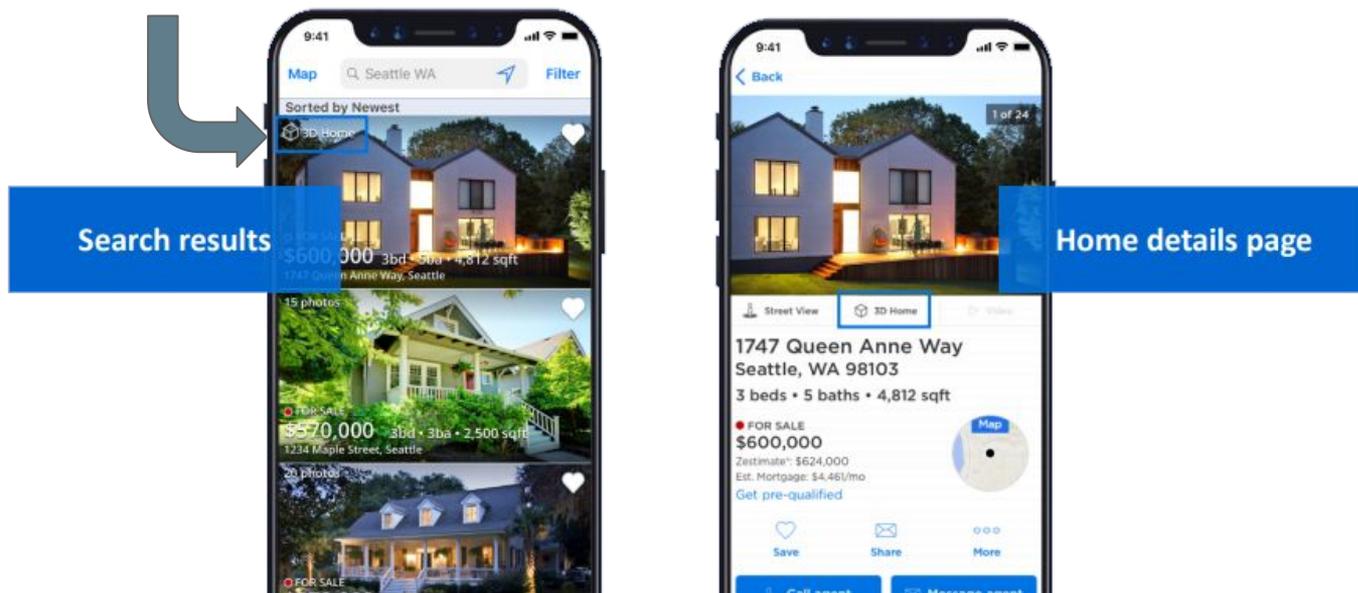


[Sample 3D Tour](#)



# Zillow 3D Home Tours

How Buyers See Your Zillow 3D Listing on Mobile Phones...



[Sample 3D Tour](#)

# Custom Door Hangers

We **create**, **customize** and **deliver** eye-catching door hangers with a clear call to action for an effective marketing strategy that works!

Door hangers are a terrific way to advertise your business in a place you know it will be seen: right at your potential customers' front doors! Our door hangers are glossy and pressed on premium paper for a fully professional and attractive look that will be sure to catch the eyes of your potential customer base. Instead of adding another postcard to an already full mailbox, advertise your business in a location that can't be missed - your customer's front door!



*Glossy, thick card stock that has an additional layer of High Gloss UV Coating on the surface for a beautiful shine, great color reproduction, and extra protection from damage.*

**Customer Favorite!**

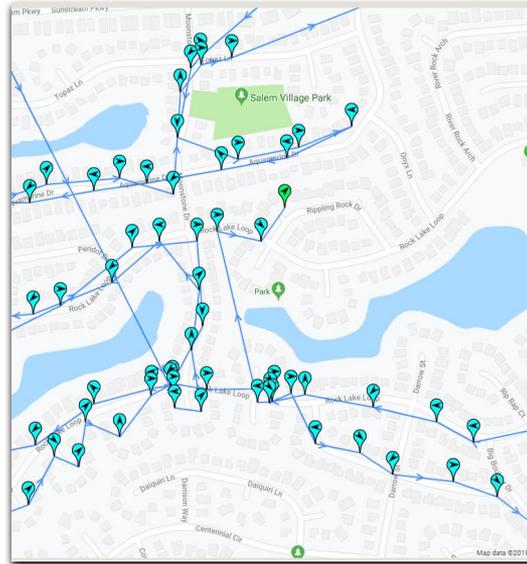
14 pt. Paper  
(300 gsm)  
with High Gloss UV

**Request a free customized quote online!**

<https://www.homeoptix.com/custom-door-hangers>

# Custom Door Hangers w/ GPS Tracking

HomeOptix takes advantage of the latest technology to provide our clients with superior services. With this, all of our delivery carriers are equipped with a "Live" GPS tracker whenever they are making your deliveries. With this innovation, it is possible to keep track of their movements, including when they begin and end of the distribution routes, as well as how fast have have been working. Through our GPS tracking, our clients can be assured that our carriers are doing their jobs!



***Request a free customized quote online!***

<https://www.homeoptix.com/custom-door-hangers>

**Also...**

**REIN/VPAR Lockbox Access Available**

Busy agents can take advantage of our access to your listings on all REIN/VPAR lockboxes.



# 1st Time Customers

**25% OFF**

**[www.HomeOptix.com](http://www.HomeOptix.com)**

**USE CODE: HOME25**