

5 Reasons Virtual Tours will Stick Around



Technology is constantly pushing the boundaries of business. Besides elevating industries to a new bracket of efficiency, these progressive tech trends are also saving the day when they're needed most.

VR's integration into PropTech is one example of an industry-shaking adaptation that is revolutionizing the world of real estate - and not just the residential side of things.

In the past, virtual tours were heavily pushed for the housing market. Right now, virtual tours are helping commercial real estate in many ways during the pandemic. From enabling prospects to digitally explore a listing to showing a property to a distributed remote team, virtual tours are helping support CRE during the pandemic.

While VR tours are a great option to keep commercial transactions moving amid COVID, don't be too quick to think this new tech tool will be abandoned after the pandemic passes. Here's why virtual touring is projected to stick around in the CRE scene:

Easy, Convenient, and Beautiful

During COVID, the industry has gotten a taste of the baseline benefits of virtual touring. VR-powered 3D tours create stunning and interactive property imagery that can be accessed from anywhere at any time. This eye-catching digital method of showcasing listings offers an easy, convenient, and modern way to drive prospects toward commercial portfolios.

Meeting Contemporary Market Demands

Today's commercial tenants want high-tech upgrades to business. These technologies certainly exist, and during COVID, everyone is getting the chance to dip their toes into the possibilities of innovative solutions - virtual tours included. As a result, future tenants will be expecting the same access to new and exciting listing marketing technologies. CRE professionals that don't adapt risk falling behind.

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Safety and Resilience

Virtual tours allow prospective tenants and investors to safely and efficiently continue exploring the CRE market during social distancing. This remote listing feature makes it easier to keep business stable as we ebb and flow out of the pandemic. Virtual tours provide a resilient and future-proofing strategy for CRE.

Expanding the Prospect Pool

One of the best benefits of virtual touring is its capacity to widen the pool of prospective buyers and tenants.

When your commercial listing includes a ready-to-view virtual tour, prospects from around the world can explore the property without having to plan an entire trip. This nullifies common blockers on deals, such as distance, busy schedules, and the inability to envision a property.

Virtual tours notably increase the likelihood of landing a deal as CRE property owners can work with a bolstered and diversified prospect pool.

Bringing Pre-Development Projects to Life

Modeling pre-development project plans in a 3D format is one of the most exciting applications of VR touring.

Developers can create a fully-interactive and immersive virtual build-out of a project before the actual construction process has even begun. Teams can solve potential problems in the virtual environment, actively saving time and money with preventative maintenance. These 3D models can even be used to facilitate pre-development deals for pending projects.

The applications of virtual touring within commercial real estate are nearly endless. As we move forward, expect to see more virtual tour integration in CRE.

