

A city skyline at night, featuring a prominent bridge and a large, glowing number 1 superimposed over the scene. The number 1 is a large, three-dimensional, glowing yellow figure that stands out against the dark cityscape. The city lights are visible in the windows of the buildings and on the bridge. The foreground shows a snowy landscape with bare trees and a road.

THE POWER OF 1 SERVICES 2020

PRECISION
MEDIA & MEASUREMENT

The Power of One

The COVID-19 pandemic has forever changed the approach to buying and selling real estate. Homes continue to be listed, viewed and sold but the process has taken on an entirely new approach. Most (97+%) of home buyers begin their search by viewing realtor web sites and making their initial decisions on-line. When viewing listings on-line, almost all potential buyers want to see four things: **(1) measurements, (2) floor plans, (3) photographs and (4) VR tours.** At Precision Media & Measurement we call this **“The Four Pillars”**.

This can be an advantage for realtors who use all four services in that they can start the engagement process by providing buyers the information they are most interested in. In allowing clients to *“walk through”* numerous homes, virtually from the convenience of their own homes, realtors can optimize their time and connect with a greater number of potential clients. The obvious

advantages of this method, beyond minimizing health risks, is convenience and the saving of time which translates to (\$\$). Buyers can be presented a number of houses in a single session without the need of driving from location to location.

Precision Media & Measurement – THE POWER OF ONE

We have adopted **iGUIDE** technology as part of our service package and, using this effective technology, our field staff can produce RMS measurements, full floor plans, VR tours and photographic galleries from a single 90 minute visit to the residence. This is **“The Power of One”**. No need for having a different technician visit the property for each service. The final product can be realtor branded including links to web their sites and social media while the focus is on giving any potential buyer a complete and thorough *“online picture”* of the home(s) that they are viewing.

THE “FOUR PILLARS” OF EFFECTIVE REAL ESTATE MARKETING

PMM provides all of the services required to effectively market your real estate listings. **We provide our Four Pillars service in a single visit within a 90 minute appointment window.** As well as being a convenience to realtors and

homeowners (*no need for multiple technicians to visit the home*), a single visit scenario increases efficiency resulting in greater savings which we pass on to our clients. Our **Four Pillars** services start at \$275 for homes less than 1000 ft².

1

RMS



Our easy to read “**Measurement Report**” includes all the information you need. We take pride in our attention to detail and we have designed our report to be as complete as possible without being complicated. We also have a separate report and measure methodology for split level residences.

We have been complimented on the detail and accuracy of our reports. According to one of our clients: *“This is the best measurement report I have seen. Other techs should see how detailed this guy is, I like the fact that the deck and ceiling height was measured.”*

PRECISION
MEDIA & MEASUREMENT

www.precisionmedia.com 587.966.4663

MEASUREMENT REPORT

Realtor Name: Julian Hickey

Date of Order: September 29, 2020

Address of Order: 412A 4455 Greenview Drive NE, Calgary

Measured by: Veronica Gutierrez

Home Type: Attached

Ceiling Height (Main Level): 8'0"

FLOOR TOTALS	SQ. FT.	/	SQ. METERS		SQ. FT.	/	SQ. METERS
Main Level:	612	/	56.86	Total Square Feet (RMS):	612.00	/	56.86
Second Level:	/		0.00	Additional Square Feet:	0.00	/	0.00
Basement:	/		0.00	Total w/Additional Sq. Ft:	612.00	/	56.86
Additions:	/		0.00				

ROOM Dims	FEET	Level	Room dimensions are approximate	Level
Living Room:	13'4" x 11'8"	M	Deck/Patio:	11'5" x 3'8" M
Kitchen:	9'5" x 7'7"	M	Garage:	x
Breakfast Nook:	x		Utility:	x
Dining Room:	8'1" x 4'9"	M	Media Room:	x
Den/Office:	x		Mud Room:	x
Bonus Room:	x		Flex Room:	x
Family Rm-Main:	x		Walk in Closet:	x
Family Rm-Lower:	x		Storage Room:	5'0" x 3'0" M
Laundry:	3'11" x 2'0"	M	Other:	x

BEDROOM Dims	FEET	Level	Room dimensions are approximate	Level
Master Bedroom:	13'5" x 13'0"	M	Bedroom Four:	x
Bedroom Two:	x		Bedroom Five:	x
Bedroom Three:	x		Bedroom Six:	x

BATHROOM Dims	FEET	PCS.	Level	Room dimensions are approximate	PCS.	Level
Ensuite:	x	#		Bathroom Four:	x	#
Bathroom Two:	7'7" x 4'11"	4	M	Bathroom Five:	x	#
Bathroom Three:	x	#		Bathroom Six:	x	#

Measurements in accordance with RECA RMS guidelines.
Thank you for using our services!

Notes:

PRECISION
MEDIA & MEASUREMENT

Client: Julian Hickey
Address: 412A 4455 Greenview Drive NE, Calgary
Level: Main



[p]587.966.4663 [e]jmmadn@precisionmedia.com
Real Estate Media and Measurement Services

2

FLOOR PLANS



Floor plans provide an understanding of how the home flows. Room sizes, the direction of door swings, and window placement and size are information that buyers find helpful. They can also gain an appreciation of where windows are and how the light will brighten the home that may be augmented by still photos or video.

In today's competitive market, property listings need to stand out from the rest; and showcasing professional and detailed floor plans can make the difference, especially when combined with the other services in our 4 Pillars package.



3

PHOTOGRAPHY



The importance of professional photography as a key component in real estate marketing is widely understood. As such, it is a key visual tool in the arsenals of most realtors. Measurements appeal to the logical side of the brain and photography appeals to the emotional side, creating that important visual connection to the

property. All our technicians use identical cameras, lenses and processing methods to provide imagery that is consistent across the board. We use HDR processing to create the most pleasing and natural looking images with the widest dynamic range possible. Every image is edited including white balance, colour corrections and image geometry.



4

360° VR TOURS

Virtual reality walk-throughs allow potential buyers to view a property as if they were actually in the space. Details and still photos can easily be added to the VR tour to round out the information provided while viewing the tour. Other VR tour platforms can be difficult to navigate and it's easy to get lost in them. iGUIDE VR tours along with our highly detailed floor plans provide intuitive navigation that lets you use both 2D and 3D

reference points to maneuver through the space.

Floor plans and VR tours are essential in several ways.

- 1. VR Tours shorten days on market by 31%**
- 2. VR Tours contribute up to 9% higher sales prices**
- 3. 42% of sellers ask for VR Tours and floor plans**

VR SAMPLE -[Click image to View](#)



Precision Media and Measurement stands committed to exceed expectations by delivering effective, high quality service while focusing on providing value to our clients. We service residential and commercial realtors and brokerages providing leading edge technology to assist in effectively connecting our clients with their target markets..



NEW MARKETING METHODS USING - iGUIDE Technology

Using iGUIDE, Precision Media & Measurement provides all of the materials necessary to effectively market any new listing.

These include:

- Professional Photos
- Immersive 3D Tours
- Detailed Floor Plans
- Laser-Accurate Room Measurements and Dimensions
- Reliable Property Square Footage Calculations
- Embed tools to make posting on your websites and realtor.ca cinch

... and iGUIDE analytics reports allow our clients to track valuable visitor information.

From Selling to 'SOLD' with PMM



COVID | PMM On-Site

As per **COVID – 19, Alberta Health Guidelines** we have initiated the following protocols to ensure the safety of our team members, partners and home owners.

- The PMM team will sanitize before and after every job and will wear masks on-site when requested
- **Our preferred method of service provision is through a one day code for access to the property. This method minimizes any additional exposure to/from home owners or realtors.**
- If realtors must be present at the property, please respect the social distancing guidelines by keeping at least 2 meters distance according to the Public Health Agencies advisory.
- If home is occupied, please have home owners turn on lights and have them leave the premises during our appointment. We also ask that homeowners disinfect doorknobs and light switches before the appointment.
- We request notification if you or anybody in the home has become ill or has been requested to self-isolate as per Alberta Health Guidelines within two weeks of the appointment.

Some helpful web links:

<https://albertahealthservices.ca>

<https://www.creb.com>

Thanks for your understanding. The Precision Media & Measurement team.











FLOOR PLANS AND VIRTUAL (VR) TOURS USING – iGUIDE Technology

Research indicates that homes using VR tours spend up to 31% fewer days on market and attract up to 9% higher sale prices. One in five buyers said they would ignore a property without a floor plan and many are looking for VR tours as part of the initial buying process. It was found that 42% of sellers wouldn't hire an agent who didn't offer a floor plan. In the NAR 2019 Home Buyers & Sellers Generational Trends Report, floor plans were ranked third in terms of buyer requests, ranking higher than virtual tours, sold properties, and even agent contact info. **Combining VR tours and floor plans to a real estate listing can increase click-throughs from buyers by up to 52%.**

The specific components of a new real estate paradigm already exist but in the past they have had a different emphasis. COVID has pushed VR and interactive marketing into a more prominent focus. **Open houses are becoming less frequent and being replaced by “tours by appointment” and most new home buyers begin the shopping process online.** We see a marketing advantage to those realtors who cater to this web savvy demographic. By viewing homes on-line as opposed to attending open houses, buyers can view any number of homes at their leisure, in a safe environment, select their top picks and then make arrangements to view those homes in person.

An iGUIDE VR tour is superior to Matterport in that the floor plan is an integral part of the walk-through process. While viewing the home in VR, buyers see a side panel of the floor plan they are viewing along with the location of the camera within the room as well as its direction of view. This method of representation also means less click icons are required to move seamlessly through the home. Through our research comparing hundreds of online listings, utilizing different VR technologies, we see the iGUIDE as giving the best representation and ease of use over any other VR technology.





PRECISION
MEDIA & MEASUREMENT

CONTACT

587.966.4663

pmmadmin@precisionmandm.com

www.precisionmandm.com