



Matterport for Residential Real Estate

Discover how agents win more listings, transact faster, and close more business.

The Matterport Advantage

Whether you're a real estate agent, a broker, or a property manager, Matterport's 3D virtual tours can elevate your listings, reach a wider audience, and close on properties faster.

- Our surveys indicate that 95% of buyers are more likely to call about properties with 3D virtual tours
- 99% of sellers believe that a Matterport tour would give their listing a competitive edge
- More immersive 3D tours have been scanned with Matterport than with any other solution



Buying & Selling

Win more listings. Transact faster.

Up to 74% of agents using Matterport win more listings. A Matterport 3D virtual tour provides the most immersive, informative home shopping experience to today's buyers and sellers.



Rentals

Fill vacancies with ease.

With Matterport, tenants can feel confident that what they see is what they'll get. Open doors virtually without setting foot on site, get more showings and ready-to-rent tenants, filling vacancies faster than ever.



New Construction

Sell through new communities faster.

Bring more home shoppers to your new communities by giving them virtual access to your built model homes. 3D virtual tours can help buyers get a better understanding of the overall look and feel of their to-be-built home.



Elevate your listings and drive more traffic to the property, helping homes sell faster.

- High resolution, detail-rich, vibrant 3D virtual tours
- Accurate schematic floor plans depicting layout and room dimensions
- Showcase unique features of the listing using Mattertags
- Gain increased exposure across major real estate listing websites
- Furnish vacant properties through cost-effective, high definition virtual staging to drive views to the listing
- More efficient viewings: host virtual open houses and private showings to help buyers preview properties before committing to an in-person tour

Case Studies



The new normal for renting an apartment is now a fully digital experience, with both renters and property owners agreeing it is the fastest and safest way to rent. Zumper and Matterport conducted a survey finding that virtual tours have a massive impact on owners' abilities to lease their properties and renters' confidence in signing a lease. In fact, 72% say they would rent an apartment without ever seeing the property in person if a 3D virtual tour was offered.

Results:

- 82% of property owners that have advertised with a 3D walkthrough were able to rent their property entirely virtually
- 99% of property owners say that potential renters would be more interested in a listing that offered a 3D virtual tour over one that didn't
- 98% of property owners say 3D virtual tours would give their listings an improved competitive edge
- 95% of renters would be more likely to rent a property with a 3D virtual tour on the listing site

"At Zumper, we have created a fully digital end-to-end solution for both renters and property owners, and partnering with Matterport was the next natural step to enhance our offerings."

Anthemos Georgiades, CEO and Co-Founder



As one of the most popular real estate brokerage firms in the U.S., Redfin is always thinking about ways to make buying and selling houses easier and more convenient. That's why they became the first in the country to offer Matterport 3D virtual tours for its listings nationwide. Since adopting Matterport in 2014, Redfin has enabled more and more customers to search for new homes from the comfort of their current one. Through its relationship with Matterport, Redfin has developed an even more customer-centered approach to real estate—one that has helped it continuously provide innovative experiences to stay current and shape the future.

Results:

- More than 600% increase in average monthly virtual walkthroughs since March 2020
- Enabled home buyers to make confident purchases from any location
- 71% of buyers said they would purchase a home sight unseen if the listing had a 3D tour

"With highly immersive Matterport digital twins, customers can truly move through a space and feel more empowered to make quicker, more informed decisions that can lead them to the right home."

Daryl Fairweather, Chief Economist