

COMMUNICATIONS PROCEDURES AND GUIDELINES

- You should embed the 3D tours on your website, but you should also send them directly to those who have expressed an interest in the property. This is where it will work best as the person enquiring has already expressed an interest. For example, you should send the 3D tour directly by email.
- By viewing your venue again and finding out further info about the location, you can shorten the sales process and help potential customers reach a decision faster.
- Family plays a key role in the decision-making process so encourage your potential customer to share with family and friends so they can give their input. Also, the more exposure and engagement the virtual tours get the better.
- When someone enquires about a property you should include the virtual tour in your response. (I have included a couple of examples below. You should include examples of how your clients can use it in your document. You should be clear and concise so there is no confusion)
- **Example** - '*Dear Hannah, Thank you for your enquiry. This property is available to view from..... Why not explore the venue in our Virtual Tour before viewing. "...link...."*
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- **Example** - '*Dear Michael, thanks your for your enquiry. We are running an online open house on Wednesday the 4th April. Please book your place through this link – "...link...."*

- **Example** - 'Dear Susan, thank you for your enquiry. We have two properties available on those dates. You can explore both spaces in a virtual tour experiences and decide what one suits your needs best. "...*link*...."'
- You cannot embed the virtual tour in emails. But what you can do is capture a picture of the tour with a play button and then link this picture to the virtual tour or landing page that contains it. This will automatically help you increase your email click through rates.