

RE/MAX First Choice

*RE/MAX agents increase conversions on listing appointments from 60% to 95%
...and cuts days on market by 56%*

"I used to use my iPhone to take photos of a property, but now I just pull them directly from my Matterport tours. The measurement tool also saves us a lot of time we used to spend going back and forth to a property."

- Gina Howarth, **RE/MAX First Choice**

THE CHALLENGE

- Increase conversions on listing appointments
- Reduce days on market (DOM)

THE SOLUTION

- Leverage Matterport 3D tours in listing presentations and in their online marketing

THE RESULTS

- 35% increase in listing appointment conversions
- 56% decrease in days on market (DOM)

In October 2016, RE/MAX agents Gina and Tom Howarth of RE/MAX First Choice were looking for innovative ways to impress their seller leads during listing presentations and to sell homes faster. At the time, they didn't spend much on marketing, selecting to utilize iPhone photography to post on MLSs and through their online networks. They would also only pay to use professional photographers on 10-15% of their higher-end listings.

When they discovered Matterport at a RE/MAX Conference in Boston, Gina and Tom knew they had an opportunity to be early in their market to offer 3D and VR and impress seller leads. Matterport's all-in-one marketing solution would also allow them to replace their DIY photography.

Since using Matterport in their listing presentations, the RE/MAX First Choice team has improved their listing appointment conversion from 60% to 95%, having lost only one listing in 5 months.

In addition, by leveraging the Matterport 3D tours in their online marketing, their average DOM went from 77 days (the state average) to 43 days.

Matterport is their all in one solution. They exclusively use Matterport for their 2D photography needs and are able to leverage the integrated measurement tool in order to pull sizes of rooms, furniture, hallways, bathrooms, etc.

For RE/MAX First Choice, Matterport is an all-in-one marketing solution, including:

- Wide-angle HDR photography
- Cutting-edge Dollhouse views
- Integrated measurement tool
- Interactive 3D tour with Highlight reel
- Mattertag™ Posts

"Buying a house is a process of elimination. With Matterport, buyers can really walkthrough multiple homes and narrow down their choices in a matter of minutes. It really makes the house come alive. Buyers come in and feel like they know the home already and the sellers love the 3D experience."

- Gina Howarth, **RE/MAX First Choice**

About RE/MAX First Choice

Gina and Tom Howarth joined RE/MAX First Choice in 2008. Between the two, they have over 19 years combined experience in the Rhode Island real estate market, boasting designations in ABR, SRES, CDPE, and e-Pro. They donate a portion of every closing to Children's Miracle Network, which benefits their local Hasbro Children's Hospital. They have been offering Matterport since 2016.

"In the beginning, we weren't sure if we could do it ourselves, but the customer service was impeccable. It can be difficult to stay up on the latest technology, but the Matterport system is really simple once you get the hang of it."

-Gina Howarth, RE/MAX First Choice

COMPANY PROFILE

Annual listings:	40 - 50
Average Home Value:	\$150,000 - \$175,000
Average Home Size:	1,000 - 4,200 sq ft
Largest Listing Won with Matterport:	\$325,000
Area Served:	Central Rhode Island

