

How AR marketing is revolutionizing the real estate business



Before we answer the question of why AR marketing is important for the real estate business and which problems can be solved using it, let's discuss what exactly AR (Augmented reality) is.

AR is virtual information overlaid in the real world and it has different applications, from helping in decision-making to entertainment. It is used to enrich natural environments or situations and offers perceptually enhanced experiences. AR can be defined as a technology that carries 3 fundamental features: a combination of actual and digital worlds, real-time interaction, and accurate 3-D registration of digital and real objects.

Augment Reality technology is one of the top innovations for businesses around the world and **AR marketing Analysts predict that the AR market will reach \$198 billion in 2025.**

Benefits of using AR in real estate



Sometimes the process of buying or renting a house can be tiring. Even if you buy an apartment, you'll always doubt whether it was a good choice or a poor decision. That's why the process of buying a property can last for several weeks, months or even years. This is where AR applications come as saviours, not only simplifying the process of buying or renting an apartment but also offering different, rich perspectives to both buyers and realtors.

Here are some benefits of using AR technology in real estate:

- **Cost-effectiveness.** Real Estate AR eliminates most traditional marketing costs, such as the cost of staging a property and also cuts down travelling expenses for prospective customers

- **Wider reach.** Potential buyers can now virtually view properties from anywhere in the world. With the help of AR, neither customers nor realtors are limited to their local market.
- **Unique experience.** AR technology in real estate offers customers an immersive, real-world experience of the property. It helps them not only visualize the property but also create a deep connection to their potential future home.
- **Time-saving.** For Realtors, it is no longer necessary to schedule meetings with potential buyers, because they can deal with apartments virtually, which allows productive allocation of time. It also saves time and effort for clients.
- **Competitive advantage.** The adoption of advanced technology offers a unique differentiating factor to the real estate company and agent. It provides a competitive advantage by highlighting one's profile over others in the same industry.

AR uses in real estate business examples

As the real estate business has transitioned to an online model, the need for AR applications in the industry has grown steadily. Augmented Reality in real estate is used from construction to interior design. Technology's flexibility and opportunity for constant development can lead to success in the industry.

Here are some popular AR projects that can be useful not only for clients but also for realtors.

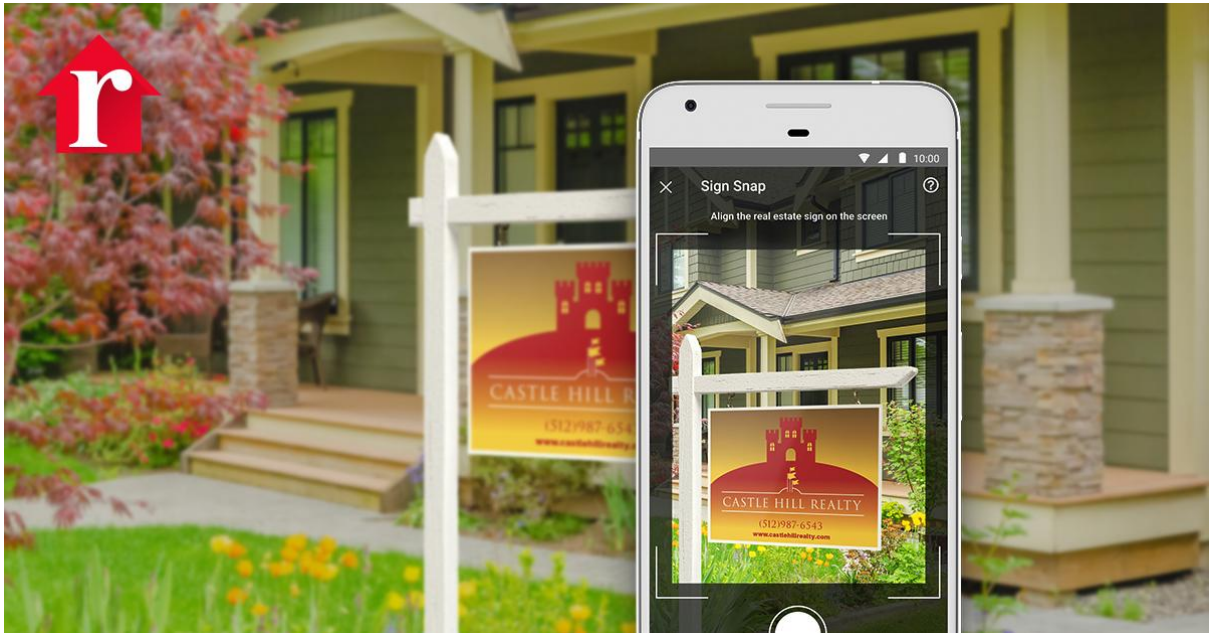
RealAR



RealAR app combines Augmented Reality and Artificial Intelligence and transforms 2D floor plans of an apartment into full-size 3D model walkthroughs that can be used on-site or remotely.

The application is useful among customers who have a floor plan for an apartment but whose house is under construction. Also, it's popular among users who might have a harder time travelling to view properties in person. With the help of RealAR customers can better visualize products.

Street Peak Realtor App



Street Peak Realtor is an app made by Realtor.com. It offers various sets of tools and helps users to browse through millions of home listings and zero in on the perfect spot.

The use of the application is simple: just point your phone towards the building and it will display helpful information such as the listing or rental price, number of rooms, what's nearby and other information.

Magic Plan



When the property does not have a floor plan available, the app Magic Plan comes in. This AR real estate app has a lot of features that can be useful. Magic Plan allows users to measure and sketch interior plans in 2D & 3D; creates structured reports that eliminate any risk of confusion; automatically calculates pricing on your mobile device or tablet and many more.

It is a great app that can be used by buyers, realtors, interior designers, furniture retailers, etc.

IKEA Place



For those who are interested in furnishing their apartment and wonder what it will look like, Ikea Place app is one of the best options. It lets you virtually place life-size 3D models in your space. Ikea Place contains more than 3,200 products from sofas and lighting to beds and wardrobes.

AirMeasure



Last but not least is AirMeasure which is a digital ruler but with a catch. It can measure corners and edges like tricky parts apart from the straight measure. All you need to do is just point the camera and follow a simple guideline.

With over 15 different tools such as bubble level, stud finder or onscreen ruler AirMeasure ensures you'll always be prepared.

Conclusion

AR technology provides endless business opportunities for the Real Estate market. For realtors, AR offers completely new marketing prospects by making use of location-based services while at the same time delivering a unique experience to the

buyer. This is why we may see AR technology used more frequently in the real estate business in future.