

INNOVATIVEAgents

Featuring Real Estate Innovations and the Agents that use them to sell more homes!

DYNAMIC VISUAL CONTENT CAN:

- INCREASE TRAFFIC/
INQUIRIES BY 403%
- CLOSE UP TO 31% FASTER
- INCREASE SALES PRICE
BY UP TO 9%

TECH RULES! THE NEW REALITY OF HOME BUYING



DOES STAGING REALLY WORK?
GET MORE \$\$ FOR YOUR HOME
READY, SET, SELL !

205%

More Sales
HOMMATI FEATURED
AGENTS SELL MORE
HOMES THAN OTHER
AGENTS!

**CHOOSE THE
RIGHT AGENT**
IT'S IMPORTANT!

Dawn Olson

Selling homes faster and for a higher price
using innovative strategies



Excellence since 1974



Today 93% of all buyers are using the internet to search for homes.

Technology has dramatically changed the home search process. It's now more informative, visual, enjoyable and convenient. Today 93% of all buyers are using the Internet to search for homes. Thanks to new technology, online searches will continue to be the primary method of finding a home. Today's buyers love the convenience of searching homes online and it fits their lifestyle, but even viewing homes online is becoming more innovative.



Today's buyers love the convenience of shopping for homes online. Innovation is key if you want your home to stand out and get noticed.



*Today's buyers are interested in images and videos of homes.
They don't want to read about a home's features,
they want to actually see them.*

Aerial Drone Videos & Stills

Capture the attention of home buyers with drone video and photography. Drones offer versatile and creative ways to capture a property. Drone videos and photography showcase unique details of a home and the surrounding property especially for those properties where traditional photos are not adequate. Home buyers rely on visual marketing to make their buying decisions. The more visuals a listing has, the more engaged and interested potential buyers will be. Having these digital assets also makes a listing stand out from all of the others and can make a great impression with potential home buyers.



Scan QR Code to view a sample Aerial Video

Homes listed with video get four times the inquiries of homes listed without video.

- Inman®



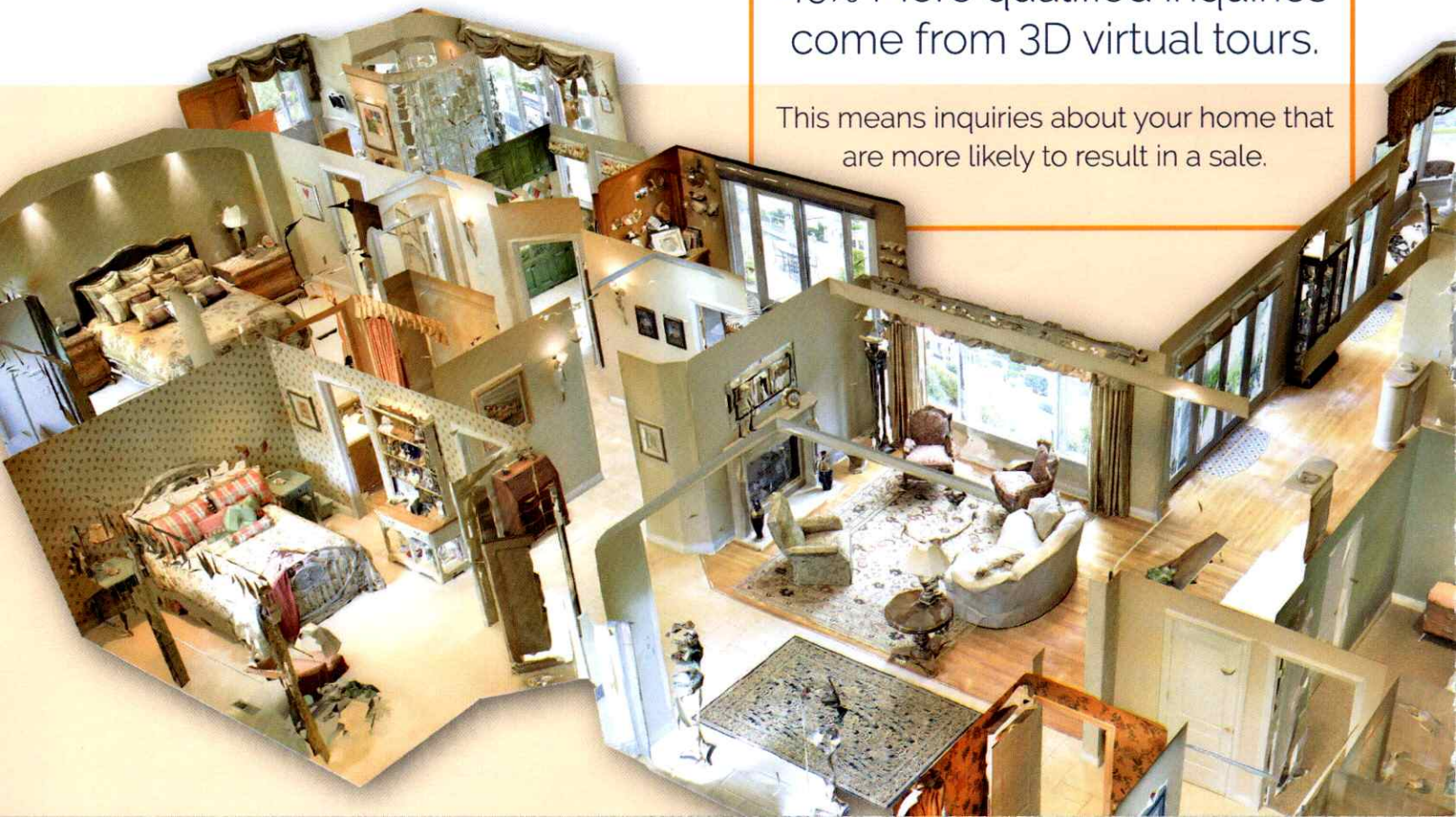


3D Virtual Tours

Technology has completely transformed the online home shopping experience with the introduction of virtual tours. Potential buyers can now tour a home from anywhere at any time before they ever step inside. They can move throughout the space as they wish, look in any direction and zoom in to check out the smallest details. These tours can be taken on a computer, iPad, tablet or smart phone with access to the internet. This experience is far beyond simply looking at photos.

49% More qualified inquiries
come from 3D virtual tours.

This means inquiries about your home that
are more likely to result in a sale.



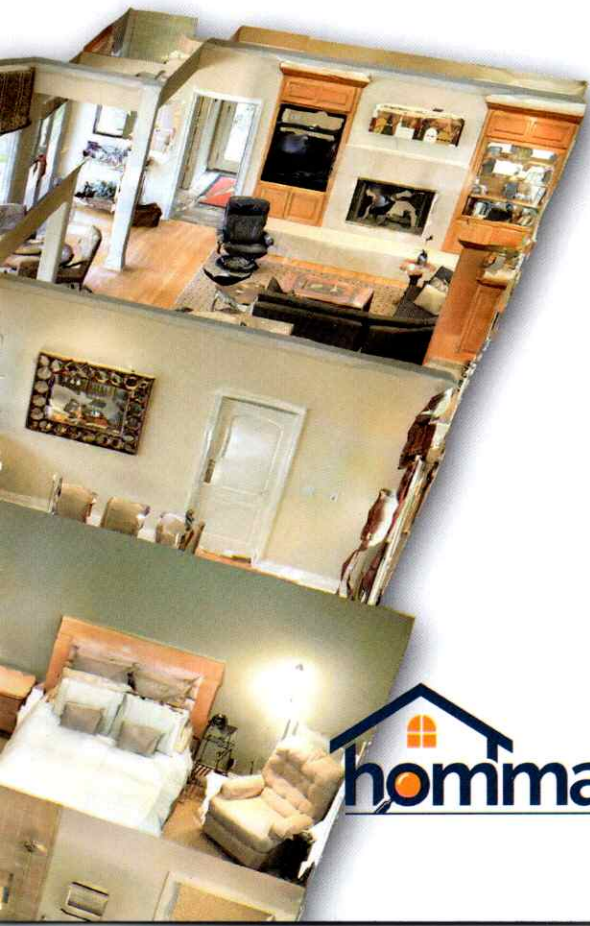
Utilizing this technology means that potential buyers can tour a home from anywhere, at their own pace, 24 hours a day, seven days a week.

"Statistics from real estate websites show that listings with virtual tours **get clicked on 40% more** than listings without virtual tours."

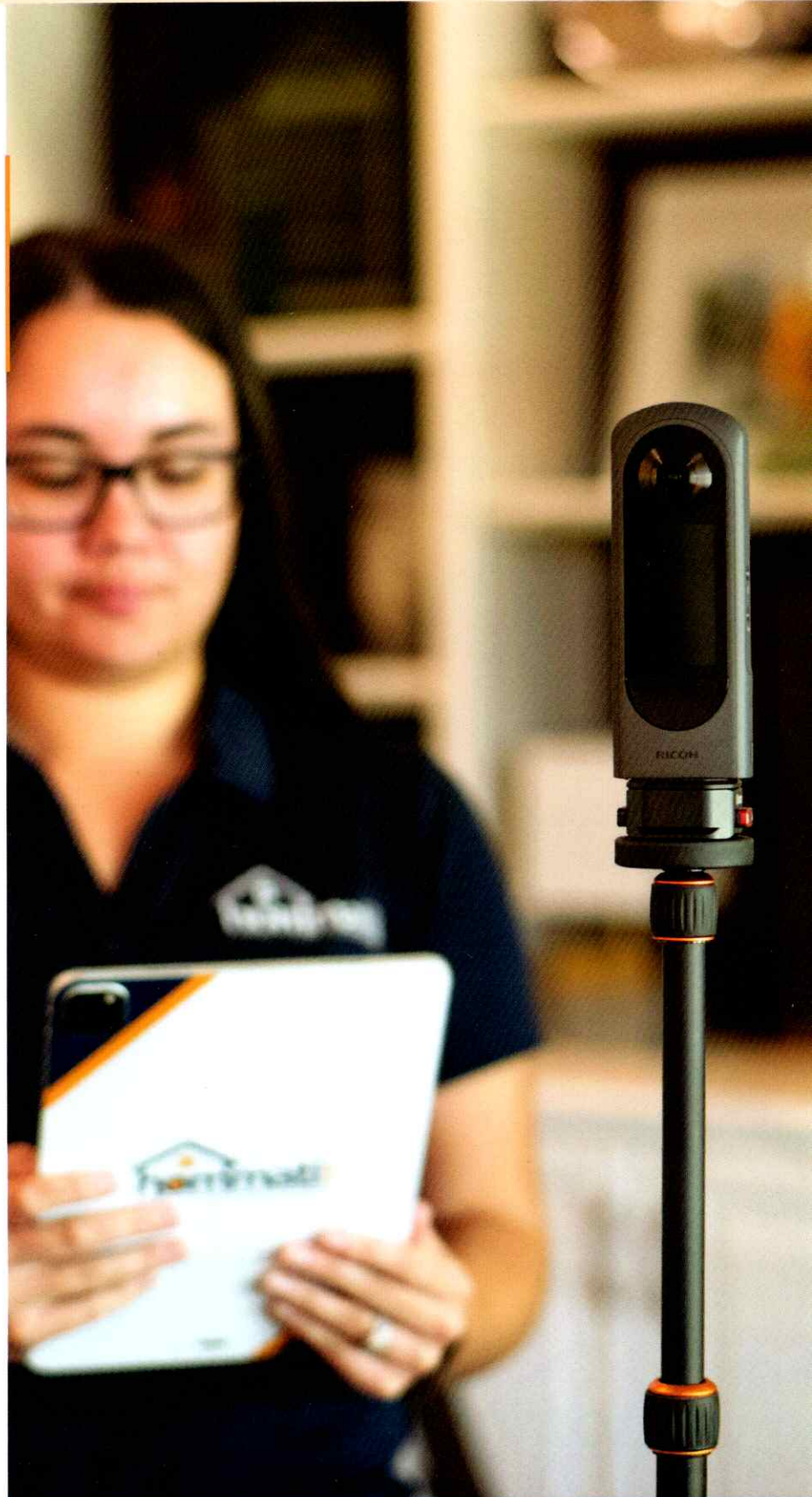
- RIS Media



Scan QR Code to take a sample 3D Virtual Tour



The logo for homimati.com, featuring a stylized house icon above the text "homimati.com".





Home promotion with Hommati
increase inquiries by
and net as much

Platinum Listing Package

There is no denying the importance of visual content when selling a home. The Platinum Package offered by Hommati produces all of the dynamic visual content needed for a listing. Using cutting edge technology and highly trained professionals, Hommati has streamlined the process to make it convenient for real estate agents to have access to the visual content that stands out in today's real estate online marketplace.



Virtual Reality Tour

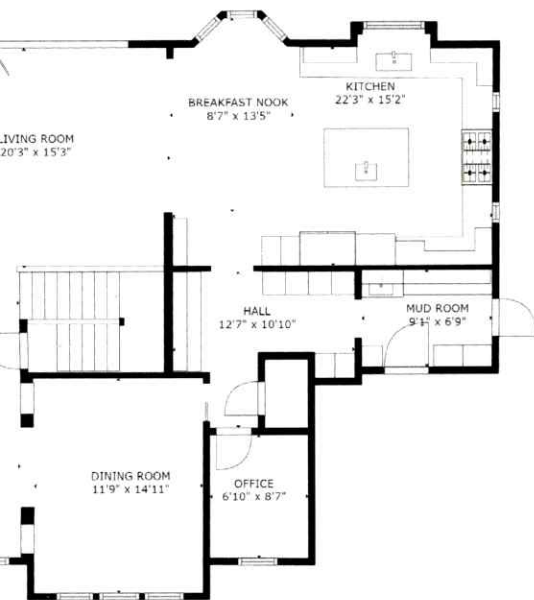
Hommati's Platinum Package can
 increase sales by 403%, close up to 31% faster
 and achieve a 9% higher selling price.

Virtual Enhancement Services

Visually compelling images attract buyers. 97% of potential buyers state that photographs are the most critical aspect of an online home listing.

- 3D Virtual Tour
- Aerial Video & Aerial Stills
- HD Photography
- Virtual Reality Tour
- Video Slideshow
- Floor Plan with Dimensions
- PDF Listing Brochure
- Featured Listing on Hommati.com
- 3D Virtual Tour & Aerial Video syndicated to most real estate sites

Platinum Listing Package Includes:



Staged homes can sell 79% faster and can add up to 6% more on the selling price. - 2011 RESA Study



A Virtual Twilight enhancement is a great way to grab buyers' attention and get your home noticed.



We make sure your home looks its best even when Mother Nature doesn't cooperate.

I will use these innovative services to market your home if you list with me:



Platinum Package

ALL THE DYNAMIC VISUAL CONTENT YOU NEED Package Includes: 3D Virtual Tour, Aerial Video & Aerial Stills, HD Photography, Virtual Reality Tour, Video Slideshow, Floor Plan with Dimensions, PDF Brochure, Featured Listing on Hommati.com, 3D Virtual Tour & Aerial Video syndicated to most real estate sites

3D/2D Premium Package

JUST THE 3D/2D VISUAL CONTENT YOU NEED Package Includes: 3D Virtual Tour, HD Photography, Virtual Reality Tour, Floor Plan with Dimensions, One-Time Upload

3D/Aerial Premium Package

JUST THE 3D/AERIAL CONTENT YOU NEED Package Includes: 3D Virtual Tour, Aerial Video & Aerial Stills, Virtual Reality Tour, Floor Plan with Dimensions, One-Time Upload

3D Virtual Tour

40% MORE ACTIVITY Listings with 3D Virtual Tours get clicked on 40% more than listings without them. The 3D Virtual Tour is also included as a service in the Platinum Package as well as all of the Premium Packages.

Aerial Video

FOUR TIMES THE INQUIRIES Homes listed with video get four times the inquiries of homes listed without video. Aerial Video is also included as a service in the Platinum Package and the 3D/Aerial Premium Package.

Optional Services: Virtual Staging Virtual Twilight Virtual Blue Sky & Green Grass

Not all services are available in all markets. Some services are dependent on season and environment. Not all services will be necessary for all homes. Discuss with your agent what services they feel will provide the best marketing strategy for your home.

Hommati's Platinum or Premium Packages Can:
Decrease Time on Market by up to 31% and Increase Selling price by up to 4-9%.
In addition to all the other strategies I will employ to sell your home, I will invest in the Hommati package checked above.
With this package, we may be able to sell your home _____ days faster and increase the selling price* by an additional \$ _____.

* According to a study at Texas Tech University. A rigorous statistical analysis of 143,575 listings, which 3,935 had a 3D Tour, found that listings with 3D Tours decreased time on market by up to 31% and closed at 4-9% higher sales price, depending on market.



About Dawn:

Dawn Olson is a top McColly Real Estate Agent / Realtor. Dawn has over 30 years of real estate marketing experience and has been licensed since 2005. Serving Bourbonnais, Bradley, Chebanse, Clifton, Kankakee, Manteno, Momence, Peotone, St. Anne, and many more communities in Kankakee, Will, and Iroquois counties.



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