



Industry Stats

- Millennial buyers now comprise **35%** of all new homebuyers on the market, which means higher demand for more engaging, interactive and mobile-ready content from real estate professionals.¹
- In the next two years, **80%** of Millennials will seek to purchase a home, according to Trulia. That's almost 67 million prospective buyers.²
- 89% of buyers across demographics increasingly look to web and mobile tools to narrow down their list of properties to consider.³
- In 2015, **39%** of digital marketers believed that more of their budget should be reallocated towards creating compelling visual assets.⁴
- Real estate listings with more visual content (like video) receive **403%** more inquiries compared to those without video.⁵
- **41%** of home buyers found interactive maps very useful, while **40%** felt the same about virtual tours.⁶
- **92%** of home buyers search the internet before contacting an agent.³



Matterport Stats

→ According to Apartments.com:

- Visitors to their website spend **3x - 6x** more time engaging with property listings that offer a Matterport immersive 3D experience.
- Properties with Matterport tours receive **49%** more qualified leads.⁷

→ According to Redfin:

- Homes sell an average of 10 days faster and for \$50,100 more than comparable homes thanks to Matterport 3D walkthroughs, advanced presentation technology, and great customer service.⁸

→ According to REA Group:

- Buyers are **60%** more likely to email an agent and 95% more likely to call an agent a properly they've seen on realestate.com.au that includes a Matterport 3D Showcase.⁹

→ Agents using Matterport are seeing real results:

- **90%** stated that Matterport helps them build a stronger brand in the marketplace.
- **83%** are more competitive because of Matterport.
- **74%** win more listings because of Matterport.¹⁰

(source 9: Mixpanel Analytics, iOS app, last 30 days as of 19 May 2016)

(source 10: Customer survey fielded in 8/16; n = 131)

