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
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.

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.

According to REA Group:

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

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.

(source 9: Mixpanel Analytics, iOs app, last 30 days as of 19 May 2016)
(source 10: Customer survey fielded in 8/16; n =131)