

For Immediate Press Release:

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Subject: Floorplans Proven to Be Crucial in a Buyer's Online Home Search

While European estate agents have been regularly utilizing floorplans in their marketing for years, the US is only just starting to come around. True, floorplans have always been used in new construction here in the US, but when it comes to a typical re-sale home, why have real estate agents forsaken the use of floorplans? It may be a mistake they soon learn to regret after hearing the results and benefits of the European example.

A recent study released by Rightmove, the UK's largest home search portal (similar to Realtor.com here in the US) showed that properties marketed with a floorplan actually generated 30% more buyer interest. That study was quickly followed by another, this time from Home Moving Trends Survey 2009, published by The Academy, showing that 85.5% of the house-hunting public consider floorplans as useful or essential- nearly half saying they were essential- in their online property search. This makes floorplans far and away the most popular of the "optional" marketing tools used by overseas agents, putting it right up there with absolute must-haves such as photographs, written descriptions and location maps. By comparison, 360-degree virtual tours scored just 51.2%.



Not only is the actual layout of a property an important reason behind using floorplans but today's floorplans can actually be drawn in three dimensional form, furnished and staged, providing visualization assistance to home buyers that may not be able to see through a custom decorating scheme or 15 years of clutter scattered throughout a home. Also worth noting is the use of interactive floorplans where buyers can actually place and scale furniture themselves and see how it fits within rooms. A definite plus when thinking about odd shaped rooms, small room sizes, open floorplans, or vacant homes.

Recent publicity for floorplans here in the US shows a definite trend towards floorplans becoming the new staple in real estate marketing. The Council of Residential Specialists (the Realtor CRS designation) published a spotlight on Diakrit, the leading provider of floorplans in Europe and Scandinavia- now servicing the US market as well, in the "Great Finds" section of their March/April magazine.

Diakrit was also featured on Active Rain, in RIS Media's e-newsletter, and has been a feature at several real estate tradeshow as of late including the annual NAR convention and expo. Diakrit specializes in producing two and three dimensional floorplans , both static and interactive for residential and commercial properties. They can be found online at www.diakrit.com .



Visualization makes the difference!