

**Primary Keyword: Matterport, Virtual Tours**

**Secondary Keyword: Real Estate, Interactive 3D Tours**

**Meta Title: Selling Homes During COVID Just Got Easier**

**Meta Description: You can now sell homes during COVID-19 with Matterport's Virtual 3D Tours.**

## Selling Homes During COVID Just Got Easier

During COVID-19, selling a home has become tougher than ever before. With lockdown restrictions, in certain areas people can't leave their neighborhoods. With reported cases rising every day, it's not healthy, nor responsible to expose customers to the virus either. However, there is a great compromise which makes selling homes during COVID easier than ever; **Interactive 3D Tours**.



**Image Title: Selling homes during COVID-19 got a lot easier**

**Image Alt Text: You can now sell homes during the coronavirus pandemic**

**Image Description: For sale sign in front of a home**

3D Tours have become a great way for people around the world to experience locations that they can't go to. While this technology has found great applications in the tourism industry as well as the museum and exhibits industry, it's just as viable and practical for **real estate** tourism and sales.

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## What are the Benefits of Virtual Tours for Selling Homes?

While there are certain obvious benefits to selling homes on 3D tours, others aren't readily clear. So here are some great benefits of selling real estate with the help of interactive tours.

### Saving Time

Putting up a property for sale and showing clients around takes a lot of time. With a virtual setup, several clients can look at the same property simultaneously without your time. Hence, you can make several more sales without losing much of that time.

### Cutting Costs

You can cut a lot of costs with digital touring. You won't have to spend money on fuel when you go to meet clients or show them properties. You will also not need to spend extra money on car rentals or repairs. You will be spending a tiny fraction of that cost on uploading the property's details on your website.

### Greater Website Traffic and a Lower Bounce Rate

Cutting edge technology like **virtual tours** will ensure that your website gets a lot of traffic. Clients in your niche will prefer the convenience of your offerings; especially during the coronavirus.

The bounce rate of your website (how quickly a visitor leaves) will also decrease with the inclusion of virtual tours. These can keep visitors engaged for long periods of time. Hence, your website will increase in SEO and rise to the top of search results.

### The Convenience

There is tremendous convenience to selling **real estate** via interactive tours. Customers can sit at home and browse through their preferred sections of a home. They can interact with certain areas and notice details they wouldn't otherwise pay attention to. Also, they can browse for as long as they want without concern that they need to make a decision right now. This makes it easier on the customer as well.

### Adapting to the Times

During the coronavirus, nearly every industry has tried to adapt to the times by adopting new technology. Cashless and contactless solutions have become extremely valuable for nearly every profession and field. Hence, using 3D experiences to modernize and adapt to the times is a very viable option.

You can give a great tour to your customers without them leaving their home. You can also show them all the portions of the home they want as well as outside the home. It's the perfect compromise.

Also, in the future, this may be the preferred way people visit homes that they want to buy. Especially if their preferred homes are extremely distant to their current locations.

If you want to give your clients the best property virtual interactive tours, contact us at [Matterport](#).