

Interactive marketing tools

Barfoot & Thompson
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Win the hearts and minds of buyers before they step through the door.

Barfoot & Thompson has an exciting suite of interactive marketing tools from DIAKRIT that engages buyers, allows them to spend time with your property online and inspires them to imagine living there. All before they've even visited the first open home.

Superior photography

Our exceptional property marketing starts with beautifully crafted images that elevate real estate photography to an art form. They are shot and processed to magazine quality and designed to evoke an appealing lifestyle. Lifestyle photos enhance the emotional feeling of a home and detailed photos emphasise the unique characteristics of your home.



2 in 3 consumers believe Furnish™ will help attract more committed buyers!

"It helps in the visualisation of the layout before or after inspection and if the space will be usable for my purpose."

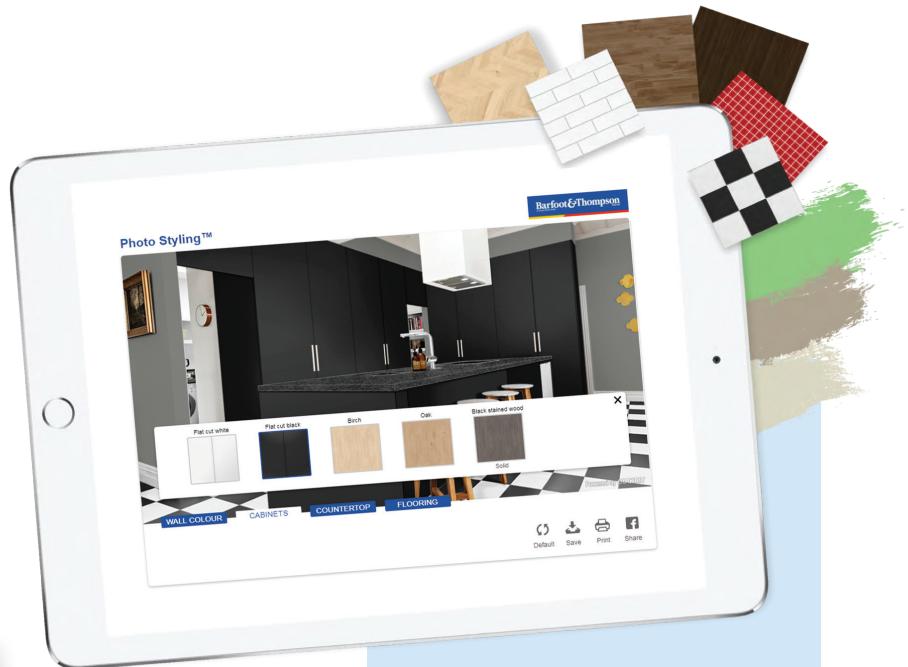
Residential Property Vendors Research Report by Jigsaw Strategic Research, Australia Aug 2016.

Photo Styling™ - Kitchen

A powerful online tool that allows buyers to virtually change the colours and styles of flooring, cabinets, splashbacks and countertops to suit their own tastes.

2D and 3D Floorplans

3D Floorplans are fully furnished and give buyers a true sense of the space of your place, and how they might live there.



Did you know?

Listings with 3D Floorplans have proven to generate 17% more buyer enquiries than those without.*

*Apartmentguide.com's HD Image Pack wins award for most innovative multi-housing technology, AUG 2013

7 in 10 consumers believe Photo Styling™ helps you fall in love with the idea of living there!

"Designing a home to suit your needs and likes is so important and this allows you to do that."

Residential Property Vendors Research Report by Jigsaw Strategic Research, Australia Aug 2016.

Furnish™

Buyers choose furniture in their preferred style and place it where they like on a 2D Floorplan - they're on their way to imagining it's theirs.

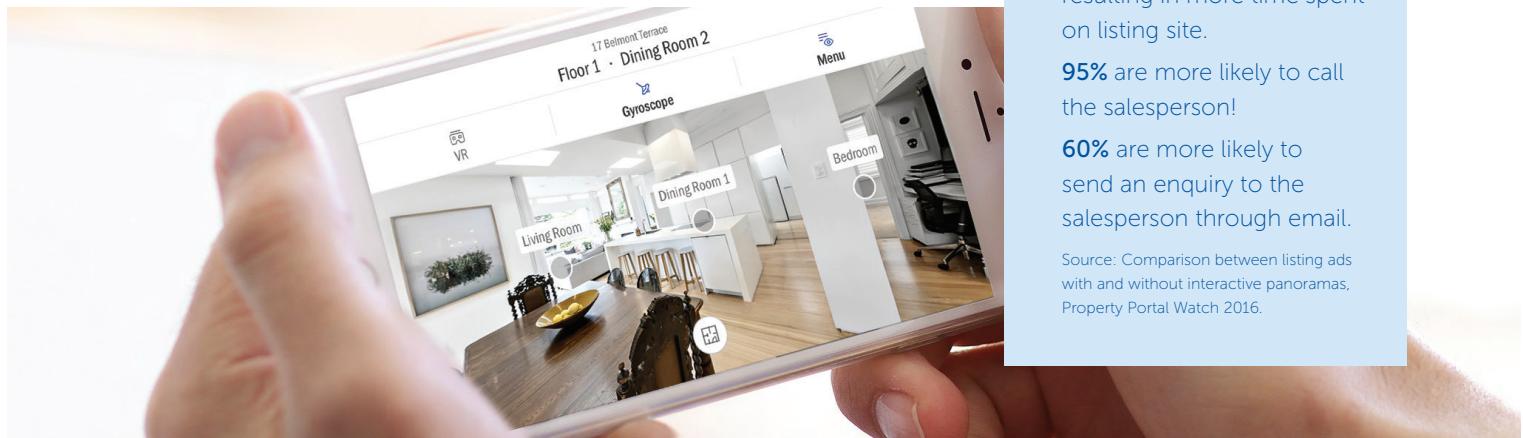
Social video

Many packages come with a social video slideshow, perfect for sharing.



Photo Panorama™ VR

Give buyers the ability to take a 3D tour of your place on any device, anytime, from anywhere in the world, with or without a VR headset.



Did you know?

69% experience a rich, engaging experience, resulting in more time spent on listing site.

95% are more likely to call the salesperson!

60% are more likely to send an enquiry to the salesperson through email.

Source: Comparison between listing ads with and without interactive panoramas, Property Portal Watch 2016.

Packages

	Basic	Apt/Unit	Intro	Intro VR	Standout Dusk	Standout VR	Prestige
Photography	6	8	12	12	16	16	20
2D Floorplan	✓	✓	✓	✓	✓	✓	✓
3D Floorplan	✓	✓	✓	✓	✓	✓	✓
Furnish™	✓	✓	✓	✓	✓	✓	✓
Social video	✓	✓	✓	✓	✓	✓	✓
Styling™			✓		✓	✓	✓
Panorama™				3	3	5	5
Dusk photo					1		1
Up to two bedrooms	\$295	\$400	\$545	\$575	\$745	\$745	\$895
Three-four bedrooms	\$315	N/A	\$565	\$595	\$765	\$765	\$915
Five-seven bedrooms	\$335	N/A	\$585	\$615	\$785	\$785	\$935

Optional add ons

Dusk photo	1 - \$105
Drone photos	4 - \$165
Extra photos	5 - \$175
Panorama locations	9 - \$350

All prices include GST. Some listings may be eligible for our land packages - for all pricing and further information please contact your salesperson.