

Houseviz launches augmented reality service to estate agents

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For Immediate Release

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One-stop property marketing business Houseviz, is launching a new printed augmented reality (AR) selling tool to estate agents. Houseviz, the only company in the UK to provide such printed augmented reality services, is also offering 200 estate agents the chance to access this tool at a special introductory rate. This PropTech website is to be launched within days, totally dedicated to Estate Agents.

The ground-breaking technology - which combines floorplans, virtual tours, wide angle photography, and virtual reality - is set to revolutionise the home buying and selling process.

With an app and a print marker, potential homebuyers can point their smart devices at an image to browse all the property marketing in an instant. An app also provides buyers with access to property information via smart devices while looking at window displays, property magazines, newspapers or viewing printed brochures. So buyers get instant access to information about any properties they are interested in. With the technology capturing data such as engagement rates, estate agents will also be able to provide sellers with accurate reports as to who is looking at their properties.

Commenting on the launch of the service in the UK, Houseviz Director, Amanda Lindsay said: "AR technology has the potential to deliver huge benefits to those in the business of property selling. Only recently has this incredible technology been made available to smartphones and we knew we had to be the first to introduce it to the property selling market and give our estate agent clients the best tools for increasing sales.

"Having invested heavily in the technology, importantly, we can set up this new tool quickly and, at an affordable price, so potential buyers and estate agents can start enjoying the benefits in no time."

UK estate agents who are interested in capitalising on the introductory offer should contact Houseviz by emailing their interest to support@houseviz.com. For the first 200 applicants, there is a one-off investment fee of just £100 +VAT and a charge of £1 per property thereafter.

ENDS

For further information please contact:

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Notes to Editors

1. *Established as a PropTech, Houseviz was created following years of experience within the property market. The company, which is driven by modern technology, delivers integrated property marketing services to estate agents in the UK and abroad.*

2. *For estate agents that apply after the first 200 applicants, there will be a higher annual subscription fee, details available upon request.*

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