



# OLIVE HOMES.COM

## PORTUGAL PROPERTY

**Virtual tours have significantly transformed the real estate industry in recent years.**



### **Powerful Real Estate Virtual Tour Statistics In 2024**

Virtual tours have significantly transformed the real estate industry in recent years. They have become a crucial factor in the home-buying process, largely due to their ability to offer a comprehensive and immersive viewing experience. This shift has been driven by several key benefits that virtual tours provide:

1. **\*\*Enhanced Visibility and Engagement\*\***: Virtual tours increase property visibility by providing an engaging and realistic experience. They allow potential buyers to explore properties in detail from anywhere, at any time, significantly broadening the reach to a global audience.



2. **Faster and More Informed Decisions**: Listings with virtual tours often sell faster and for higher prices. Virtual tours reduce the number of unnecessary viewings by 40% and influence 75% of potential buyers' decisions. They allow buyers to make informed decisions, often leading to quicker sales.

3. **Higher Buyer Interest**: Virtual tours are especially popular among younger buyers. For instance, 67% of home buyers expressed a preference for virtual tours, and those aged 18 to 34 are 130% more likely to book a showing if a virtual tour is available.

4. **Convenience and Cost-Effectiveness**: Virtual tours eliminate the need for physical visits, saving time and travel expenses. They also allow potential buyers to view properties at their own pace and convenience, which can be particularly appealing for those with busy schedules or those living far away.



**OliveHomes.com** has leveraged this technology to benefit its clients in several impactful ways:

1. **\*\*Immersive Listings\*\***: We utilize high-quality 360-degree virtual tours to showcase properties in a way that static images cannot. This immersive experience helps highlight the layout, flow, and unique features of each property, making listings more attractive and engaging to potential buyers.
2. **\*\*Increased Reach and Accessibility\*\***: By offering virtual tours, **OliveHomes.com** ensures that properties are accessible to a wider audience, including international buyers and those unable to visit in person. This increased exposure often leads to faster sales and higher offers.
3. **\*\*Reduced Disruption\*\***: For sellers, virtual tours mean fewer in-person showings, reducing the disruption to their daily lives. Prospective buyers can explore properties online first and only schedule in-person visits if they are genuinely interested, making the process more efficient for everyone involved.



4. **Enhanced Marketing**: OliveHomes.com integrates virtual tours with other advanced marketing strategies, such as AI-enhanced virtual staging and interactive floor plans. These tools help create a compelling narrative around each listing, further increasing its appeal and marketability.

Overall, the adoption of virtual tours by OliveHomes.com demonstrates a commitment to leveraging cutting-edge technology to provide superior service to both buyers and sellers, ensuring a more efficient, engaging, and successful real estate experience.



Real estate virtual tours give buyers a realistic online experience of almost any property. Let's examine some of the statistics that demonstrate their

## **effectiveness:**

### **1. Buyers – and sellers, too – expect and want to see a virtual tour:**

More than 50% of adults have taken a virtual tour

67% of home buyers said they want a virtual tour when looking at a listing

50% of buyers preferred virtual tours over photography alone when searching for homes for sale

### **2. Listings marketed with virtual tours get more attention:**

Real estate listings with a virtual home tour get 87% more views

Potential buyers spend 5-10 times longer on websites with a virtual tour than those without

### **3. Buyers are more likely to schedule an in-person showing after seeing a virtual tour:**

54% of buyers won't even consider seeing a house if it doesn't include a virtual tour

Homes buyers have 48% more interest in homes featuring virtual tours than those using only photos and video

Buyers aged 18 to 34, a key demographic, are 130% more likely to book a showing if there is a virtual tour

### **4. Homes with virtual tours sell faster and for better prices:**

Homes sold with virtual tours sold for 9% more on average than those homes without one

Listings with virtual tours closed 31% quicker than those not featuring a tour

A recent nationwide survey found that nearly 50% of potential buyers would make an offer on a home based solely on a virtual tour.

### **5. And competent sales professionals understand that virtual tours help grow their businesses:**

90% of prospective buyers said they would more likely buy a property if the listing included a virtual tour

25% of home sellers prefer to work with a real estate agent that uses virtual tours for marketing their houses.



**Were not getting ready ...**

***We've started!***

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## **Properties Of The Week**

**Peaceful three bed villa with swimming pool and large roof terrace  
in quiet location near Vilamoura**

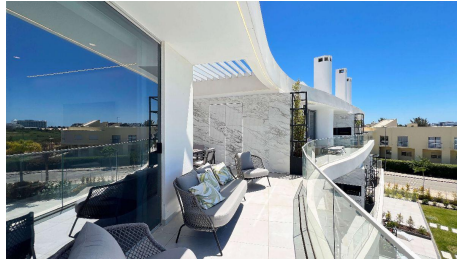


This delightful single-storey villa is nestled in a tranquil, semi-rural area on the outskirts of Vilamoura. The property features three spacious bedrooms and two well-appointed bathrooms, all conveniently situated on one level for ease of access and comfort. A standout feature of this exceptional villa is the expansive rooftop terrace, offering picturesque views of the surrounding landscape.

Ref. [OH2744](#)  
Price **€799,000**

**This stunning, modern 3-bedroom apartment, situated on the top floor of  
the prestigious Lakes 24 Resort, offers great sea views  
and luxurious amenities.**

Enjoy unparalleled, panoramic sea views from the comfort of your own home. The top-floor location ensures privacy and tranquility, making it the perfect retreat. Take a dip in your own private swimming pool, a rare luxury that adds to the exclusivity of this magnificent apartment. Relax on the spacious pool deck and soak in the sun while enjoying the private area.



Ref. [OHL2158](#)

Price €995,000

## Testimonial Of The Week



Mihaela at Olive Homes has been absolutely amazing. Her customer service, kindness and love for her job is incredible. Mihaela's experience of Vilamoura and the surrounding areas is outstanding. She is so happy, cheerful and has a great vision for your future in a new home.



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