Embracing real estate technology has really boosted the industry, a perfect example of the benefits of quality tech in an industry. In fact, real estate is one of the fields that saw an increase in tech tools, which can improve and streamline entire processes. The pandemic pushed us toward mass digitalization even faster.

Now, using real estate technology tools during the process of selling a home can help you create better rapport with your client by inspiring trust and encouraging engagement.

Innovation happens all the time. But, in order to properly utilize the tech tools available to you, you must be knowledgeable about what you use. For instance, avoid utilizing every new app or feature that makes enticing promises. Rather, research the most efficient real estate technology tools and incorporate them seamlessly into your process. To get you started, here are four tools that work well together to help you sell a home faster.

Online Platforms for Real Estate Technology

The most important step in completing a transaction is the buyer's ability to find and access your product in the first place. Nowadays, if your home isn't listed online, it will probably take longer to find a buyer. Listing your property online saves time and extends your reach, while also increasing your credibility as a seller.

Therefore, it's essential to find a trustworthy online platform that offers benefits to both you and your potential buyer.

Virtual Tours



Real estate technology in the form of virtual tours has been beneficial to both industry professionals and their clients during the quarantine.

Plus, as social distancing remains critically important, offering a virtual tour can enable the client to see the home much better than pictures alone. Virtual tours also allow for mobility and freedom of movement, thereby allowing the potential buyer to view it anytime and anywhere.

Especially if your client is moving from another state, virtual tours can also reduce the need to meet in person and, therefore, cut down on costs and time associated with transportation. This type of tour, in particular, has been especially useful for the rental side of real estate.

For instance, someone looking to relocate from Wisconsin to Minnesota can browse Minneapolis apartments and find a perfect fit without any commute. This works for selling homes, too, as clients can check out Minneapolis homes for sale from wherever they are. As a result, buyers are able to significantly reduce the time they spend attending open houses

to narrow down their options.

In addition to virtual tours, you might consider adding floor plans that will help your clients understand the flow of the property in a single glance. This revolutionary floor plan software is easy to use and it generates a professional 2D floor plan with less than 5 minutes of work. Just to be precise, by work we mean that you'll have to scan the property with your mobile's camera – simple as that. Hence, you'll not only capture higher quality leads but will create a memorable experience for your clients, all thanks to the virtual tours and floor plans.
Digital flyer real estate text message marketing is another great option for letting prospective buyers virtually view a listing. It texts property information to them when they request it and also notifies the listing agent by text and email they have a lead.

3D Staging



Virtually staging as a real estate technology tool your home is a great option because it's

much less expensive than actually renting furniture and creating the display. Furthermore, the flexibility that comes with 3D staging is also worth noting because when you're selling a house, you're also selling a potential lifestyle. Therefore, you need tools to help you personalize the home and create different stories.

Similar to real-life staging, you can even work with a company that specializes in 3D staging to help you paint the perfect picture for your potential customers. Plus, tools like this can assist you in highlighting the best features of the home and exploring different scenarios. Best of all, you don't have to pay anyone to help you move the rented furniture or hire a cleaning company to clean up after you remove the furniture. Clearly, 3D staging is a more efficient and profitable tool all around.

Digital Paperwork



One aspect that can truly make a difference is offering your clients the option to complete paperwork digitally, and a secure real estate platform or portal can make this possible.

Especially in recent months when contact and exposure were reduced, companies and sellers working with digital paperwork have had an advantage.

However, this option is ideal outside of the context of the pandemic, as well, because it reduces costs for both sides, it makes the entire process more efficient and faster, and it reduces waste. As long as you're using a secure platform, there's no reason not to implement digital paperwork — at least in the earlier stages of the process.

These innovations and tools are truly only the beginning. The implementation of artificial intelligence (AI) will also change the industry and these processes. However, the relationship between sellers and buyers or agents and renters remains at the core of the process.

It is a business for and about people. As such, the goal should be to instill trust and show your open-mindedness and acceptance of innovation — and technology can do just that.