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Industry **Stats**

→ Millennial buyers now comprise **35%** of all new homebuyers on the market, which means higher demand for more engaging, interactive and mobile-ready content from real estate professionals.[1]

→ In the next two years, **80%** of Millennials will seek to purchase a home, according to Trulia. That's almost 67 million prospective buyers.[2]

→ 89% of buyers across demographics increasingly look to web and mobile tools to narrow down their list of properties to consider.[3]

→ In 2015, **39%** of digital marketers believed that more of their budget should be reallocated towards creating compelling visual assets.[4]

→ Real estate listings with more visual content (like video) receive **403%** more inquiries compared to those without video.[5]

→ **41%** of home buyers found interactive maps very useful, while **40%** felt the same about virtual tours.[6]

→ **92%** of home buyers search the internet before contacting an agent.[3]

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Matterport Stats

➜ **According to Apartments.com:**

➡ Visitors to their website spend **3x - 6x** more time engaging with property listings that offer a Matterport immersive 3D experience.

➡ Properties with Matterport tours receive **49%** more qualified leads.[7]

➜ **According to Redfin:**

➡ Homes sell an average of 10 days faster and for $50,100 more than comparable homes thanks to Matterport 3D walkthroughs, advanced presentation technology, and great customer service.[8]

➜ **According to REA Group:**

➡ Buyers are **60%** more likely to email an agent and 95% more likely to call an agent a properly they've seen on realestate.com.au that includes a Matterport 3D Showcase.[9]

➜ **Agents using Matterport are seeing real results:**

➡ **90%** stated that Matterport helps them build a stronger brand in the marketplace.

➡ **83%** are more competitive because of Matterport.

➡ **74%** win more listings because of Matterport.[10]

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