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Thanks for choosing LA360VR for your listing digital marketing needs

To ensure that you use all your digital marketing materials to their full potential, please review the information below that includes useful technical information and tips.

3D Virtual Tour

Your Matterport 3D virtual Tour comes in 2 different links:

- An UNBRANDED LINK (also called MLS COMPLIANT) that does not include any property address and listing agent's name. **This link is required by the MLS**
- A BRANDED LINK that includes the property address and listing agent's name.
This version can be used in all other websites like Zillow, Trulia, Realtor, Apartments, Homes....
Since the MLS information is automatically fed to all websites, by default the unbranded link will be used unless you log in these websites and change to the branded link.

We also provide "Embed Code" that can be used to embed the 3D Virtual Tour in websites corresponding to the UNBRANDED (MLS Compliant) & BRANDED 3D Virtual Tour links.

Photos

Your photos come in 3 resolutions:

- Full Resolution: Photos to be used on the MLS and in websites
- Web (2048px): Photos with a good resolution but smaller size to load quickly on social media
- Web (1024px): Low resolution photos to only use with recipients with very slow internet speed.

In addition, upon request, we can also provide very high resolution photos for printing. Please note that the sizes of these photos are extremely high and not recommended for web use.

QR Code

We also provide a QR Code that you can incorporate into flyers, brochure boxes, for sale signs or any other printed materials. This QR code is programmed with the 3D Virtual Tour branded link.

To access the 3D Virtual Tour, passerby simply need to point their camera phone towards the QR code and a weblink of the 3D Tour will automatically appear on their phone.

Social Media

You will find a Social media folder that includes a few 360 photos that can be used directly on Facebook to display 360 degrees photos of your listings. This is an original and fun way to show your listing to your social media followers.

On the next few pages, you will find additional information covering the following subjects:

- 1/ How to add your 3D Virtual Tour on the MLS?
- 2/ How to use 3D Virtual Tours on Zillow (or Trulia)?
- 3/ How to share 3D Virtual Tours by email or text?
- 4/ How to use the QR code?

1/ How to enter the MLS compliant 3D Virtual Tour on the MLS?

When entering your new listing in SLIMM under VestaPlus:

- Go to the “Showings” tab
- Choose the menu “Virtual Tour” displayed on the left of this page.
- Copy/paste your MLS Compliant (unbranded) link of your 3D Tour in the corresponding “Virtual Tour URL” field.
- If you have a single listing website, you can also enter the website address in the same page in the “Property Website” field.
- Then scroll down and click “Next” (don’t click Enter or the link may not be recognized by SLIMM)

The screenshot displays the 'Showings' tab in the SLIMM system. On the left sidebar, 'Virtual Tour' is selected under 'Showing Info'. The main content area has two sections: 'Virtual Tour' and 'Property Website'. The 'Virtual Tour' section has a text label 'Virtual Tour URL' and a note: 'The Virtual/Photo Tour is intended for the public. Links are available on all detail reports and the profile page. Branding is NOT allowed.' Below this is a text input field containing the URL 'https://my.matterport.com/show/?m=1aGhGFsV4xU&mls=1'. The 'Property Website' section has a text label 'Property Website URL' and a note: 'The Property Website is intended for agents. Links are available on the agent detail reports and the profile page. Branding is allowed.' Below this is an empty text input field. At the bottom, there are three buttons: 'Exit' on the left, 'Previous < Contract Info' in the center, and 'Next Photos >' on the right. The 'Next Photos >' button is circled in black. Arrows from the text instructions point to the 'Virtual Tour URL' and 'Property Website URL' input fields.

As clearly stated in the MLS policy, branding is prohibited.

Since the 3D Virtual Tour will be visible by the public, make sure to only use the unbranded link provided.

Please note that your MLS platform may slightly differ from the one above. However, you will always find a similar field to enter a link for your 3D Virtual Tour.

2/ How to use 3D Virtual Tours on Zillow (or Trulia)

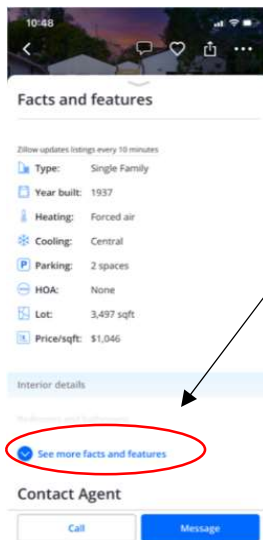
A/ How to display the branded 3D Virtual Tour link on Zillow?

Since the information from the MLS automatically feeds to Zillow & Trulia, by default, the unbranded (MLS compliant) link will be used. If you wish the 3D Virtual Tour to display the property address and the listing agent's contact information, then you will need to manually switch on these websites to the branded link. (note: changes made on Zillow website will automatically update on Trulia).

Simply visit Zillow Premier Agent, go to "Active Listings" and choose Edit listing.

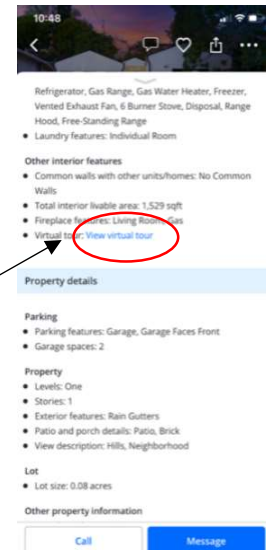
Scroll down until you find the field "Virtual tour URL" where you can replace the MLS compliant link by the Branded link.

B/ How do online visitors access 3D Virtual Tours on Zillow (or Trulia)?



When looking at a listing on Zillow on a computer, mobile or tablet, scroll down to the bottom of "Facts & Features" until you find "See more facts and features".

Click on it to display additional information about the listing. Then scroll down to find "View virtual tour" link.



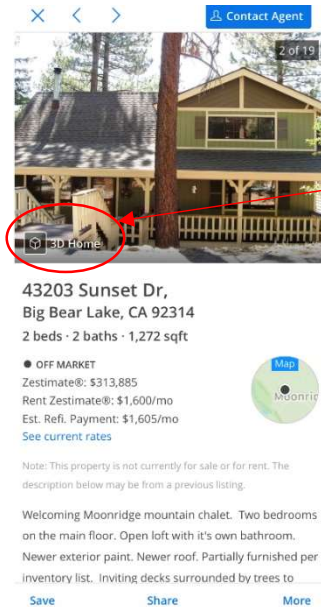
On Trulia, the virtual tour link is located on the listing page at the bottom of "Home Details" by clicking on "See Virtual Tour"



C/ New Zillow 3D Home Virtual Tour*

* Sold as option in addition to our regular 3D Matterport Virtual Tour.

A Zillow 3D Home Virtual Tour requires a special 3D 360 camera and between 30 mins to 1h extra time on site. The main advantage of the 3D Home Tour is that it is visible on Zillow directly on the main listing page via an icon present on the bottom left corner of the 1st picture.



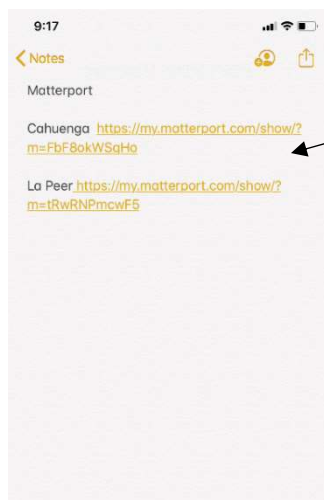
A 3D Home icon appears directly on the listing main page

Clicking on the icon launches the 3D Home Virtual Tour



3/ How to share 3D Virtual Tours by email or text?

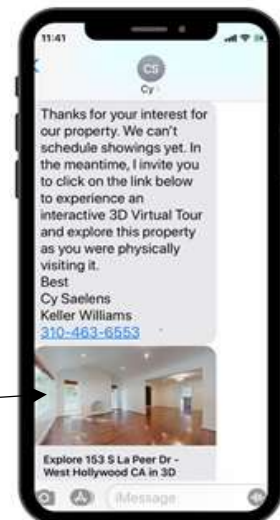
Our 3D Virtual tours can be easily shared by text and email to prospective buyers or prior to showings.



Simply create a folder in your "Notes" app

Paste each 3D tour link with a proper label

Copy/Paste the desired 3D Tour link at the bottom of your text or email.
(On iPhone, a preview will automatically display)



4/ How to use the QR code?

We provide a QR code image with a 3D Virtual Tour that can be used in printed materials to easily access your property 3D Virtual Tour.

To use it, simply open your camera app and point your phone to the QR code.
A weblink will automatically appear. Click on it to start the 3D Virtual Tour.



The QR code can also advantageously replace the flyers on the brochure box.

- No more risk of running out of flyers
- Less cost
- QR code can be scanned from the street or from cars passing by
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