



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 information and tips.

You may either download one section at the time (see sections detail below) or download all materials in a single file when clicking on **Download** located at the top of the page just under the property address. The file downloaded will have separate folders labeled for each marketing material (photo, aerial....) You will also find a **Project Summary** pdf file that includes all URL links (3D Virtual Tour, SkyView360VR). Depending on the services you ordered for your listing, your project may include the following sections:

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.
- 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....

We also provide "Embed Code" that can be used to embed the 3D Virtual Tour directly inside websites.

Skyview360VR

You will find in this section a link to our new 360-degree drone mapping feature.

Photo

If you ordered photos with your Virtual Tour, you can download them in this section in high resolution. If you didn't order photos, we still included a few samples to show you the high quality of our photos.

Aerial

This section includes the high-resolution drone photos showing your listing from the sky.

Floor Plan

If ordered, the Floor Plan can be downloaded in PDF format in this section.

Please note that a JPG version of the floorplan can also be found in the Photo section.

Social Media

The Social media tab includes some 360° photos of the property interior and the dollhouse. They can be used directly on Facebook. This is an original way to show your listing to social media followers.

QR Code

The QR-code is programmed with the 3D branded Virtual Tour link and can be incorporated in flyers, brochure boxes, for sale signs or any other printed materials mailed to prospects.

To use the QR code, simply point the camera of your phone towards it and a weblink will automatically appear on your phone screen. Click on this link to be redirected to the 3D Virtual Tour.

On the next pages, we included additional information covering the following subjects:

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

1/ How to add a 3D Virtual Tour to the MLS?

When entering your new listing in the MLS:

- Go to the “Showings” tab
- Choose the menu “Virtual Tour” displayed on the left of this page.
- Copy/paste the MLS Compliant (unbranded) link of your 3D Virtual Tour in the corresponding “Virtual Tour URL” field.
- If you also ordered a single listing website, 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 validated)

The screenshot shows the 'Showings' tab in an MLS system. On the left sidebar, 'Virtual Tour' is selected. The main area has two sections: 'Virtual Tour' and 'Property Website'. The 'Virtual Tour' section has a text input field containing a URL: `https://my.matterport.com/show/?m=1aGhGFsV4xU&mls=1`. An arrow points to this field. The 'Property Website' section has a text input field. An arrow points to this field. At the bottom right, there is a blue button labeled 'Next' with a right arrow. This button is circled in black. At the bottom left, there is a blue button labeled 'Exit' with a left arrow.

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?

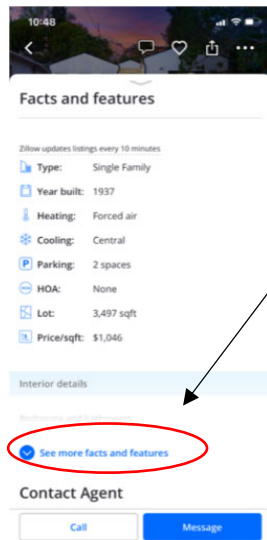
Since the information from the MLS automatically feeds to Zillow & Trulia, by default, the unbranded (MLS compliant) link will be used. If you wish the 3D Virtual Tour to display the property address and the listing agent’s contact information, then you will need to manually switch on these websites 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 to find the field “Virtual tour URL” where you can replace the MLS compliant link by the Branded link.

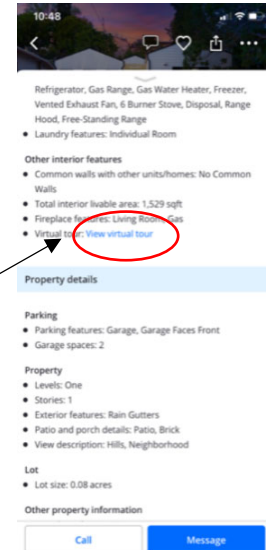
The screenshot shows the 'Edit listing' page on Zillow Premier Agent. At the top, there are several small images of the property. Below them is a section titled 'Virtual tour URL' with a text input field containing the URL: `https://my.matterport.com/show/?m=3BAEc2ividd&brand=0`. This field is circled in red. Below the URL field is a section titled 'Home facts' with various input fields for property details: Home type (Condo), Beds (2), Full baths (1), 3/4 baths (0), HOA dues (\$180 per month), and Basement sq. ft. There is also a field to 'Describe your home'.

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.



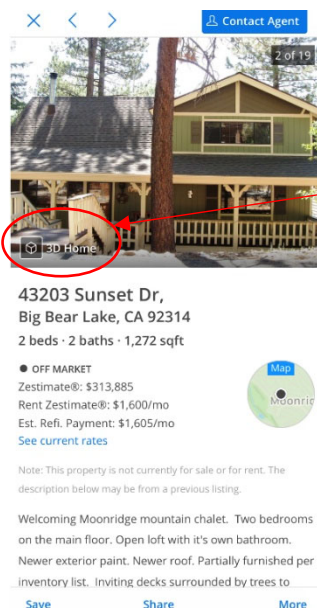
On Trulia, the virtual tour link is located on the listing page at the bottom of "Home Details" by clicking on "See Virtual Tour"



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 requires about 1h extra time on site. It is not as detailed and professional as our Matterport 3D Tour however its main advantage is to be directly visible on the Zillow main listing page by simply clicking on the "3D Home" icon.



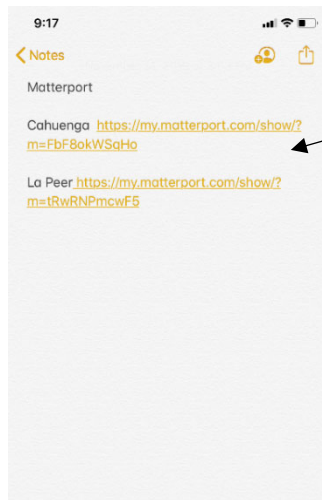
A 3D Home icon appears directly on the listing main page

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.

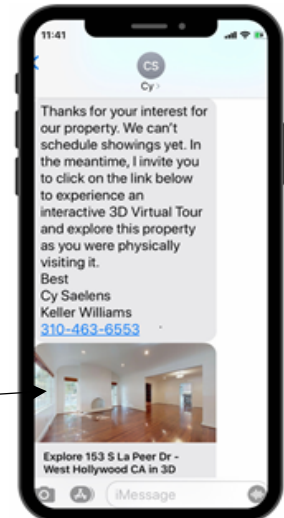


Simply create a folder in your "Notes" app

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 your 3D Virtual Tour that can be used on 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 this link to launch 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
- No printing cost
- QR code can be scanned from the street or from cars passing by