

REIN Engages Real Estate Buyers with Virtual Tours Powered by HTC VIVE

With VIVE VR systems, REIN immerses customers in hyper-realistic walkthroughs of new homes, condos, and apartments.



Real estate developers face a unique challenge in their industry: How do you convince clients to invest in a property that doesn't exist yet? While floor plans can offer a general outline, most people struggle to visualize their future purchase and develop an emotional connection to a new property from a two-dimensional drawing. This creates a big disconnect in the process of buying a new home, condo, or apartment in "pre-sales" mode.

REIN founder and CEO Nathan Nasserri personally understood this problem after working in his family's real estate development company. It wasn't until his first experience with virtual reality that he realized the solution: Create true-to-life virtual experiences of properties within a VR platform to enable buyers to visualize the final product. This would allow customers to "tour" properties that don't yet exist while offering

property developers helpful tools to close deals.

Nasserri's realization led to the creation of REIN—a VR solution that helps customers experience and purchase new real estate properties before they exist. Now with over 100 projects successfully completed, REIN is fueling real estate innovation by bringing developers' visions to virtual life with next-generation VR technology.

"Buyers are often anxious when looking for a new home—especially when there is no physical home to look at," Nasserri explained. "With REIN, we remove that anxiety with virtual show models of a property that can be explored and customized from within a 3D-360° VR interface. We are bridging the gap between imagining a property and experiencing it, giving customers even more reason to be excited about their new homes."

The Challenge of Bringing VR to Real Estate

REIN isn't just about creating an engaging home shopping experience for customers. Since the platform is utilized by real estate architects and sales teams, it must be able to meet their specific needs. To succeed at the scale Nasserri intended, REIN was expected to offer the following:

- An immersive and highly detailed virtual show-room experience rendered in 8K resolution;
- The ability to visualize a property with unique finishes, wallpapers, and furniture that can be customized in real time;
- Views of the property during spring, summer, fall, and winter;
- Tools capable of adapting architectural and construction plans into complete, to-scale visualizations;
- The ability to output visualizations in a format that customers, sales teams, and planning officials can understand; and
- The ability for sales teams to monitor visualizations and eye-tracked data to highlight the best elements of a property during a live presentation.

Visualizing Properties in REIN VR with VIVE Pro Eye

Nasserri looked at several VR headsets and ultimately determined that the VIVE Pro Eye excelled in each category REIN required. Thanks to its impressive fidelity and foveated rendering, the headset can showcase high-quality visual details that immerse users in each experience. Its eye-tracking capabilities also provide essential data that allows sales teams to upsell property features and adjust prices mid-experience to get commitments from buyers in less time.

"We can't get the same quality of data and fidelity from other headsets—only through VIVE Pro Eye," Nasserri said. "It's the Formula 1 of VR headsets."

To maximize on VIVE Pro Eye's versatility, REIN built its solution within Unreal Engine 4. As an industry-standard video game and animation toolkit, Unreal allows REIN to render environments of any scale — from individual houses and skyscrapers to entire neighborhoods. Unreal delivers broad compatibility with

any hardware configuration and the ability to customize the environment mid-presentation.

VIVE-Powered Real Estate Walkthroughs

REIN's virtual tour platform has helped real estate companies sell thousands of homes across America and overseas. "When local buyers can't see a property, they're often on the fence about closing," Nasserri said. "Our VR tours create a lot more urgency. They take one look at a property and say, 'This is it!'"

What's more, the VIVE Pro Eye's eye-tracking capabilities helps sales teams respond to customer stimuli in real time. Object tracking establishes the exact features customers are interested in and enables sales teams to tweak conversations accordingly. Most importantly, sales teams report that REIN sessions are just as engaging for customers as in-person tours.

"Actually, compared to someone guiding you through a show model of a new house or condo, it's much more private and self-directed," Nasserri noted. "Eye tracking allows us to render what people focus on and how clear those assets will appear. If they spend most of their time looking at the view, a salesperson knows to focus on the view. The customer didn't even look at the fireplace? Then we shouldn't mention it if we're trying to close the deal."

In addition to enhancing the real-estate sales process, Nasserri continued, "REIN also enables designers to build a better home. It provides better insights into how homes should be built."

The VIVE Pro Eye Impact

Since its founding in 2016, REIN has successfully completed over 100 unique projects and assisted in thousands of home sales. REIN's reach continues to expand across local and international real estate markets, and Nasserri attributes much of its success to VIVE.

"There is a wide spectrum of VR solutions available today that didn't exist a year ago, and the HTC catalog covers all the bases," Nasserri said. "Most people in real estate don't like spending money on software outside of their wheelhouse, but REIN and VIVE are making the use case for this next-generation solution."

"This isn't a gimmick. You can accomplish the most cutting-edge stuff with VR."

